

August 27, 1914

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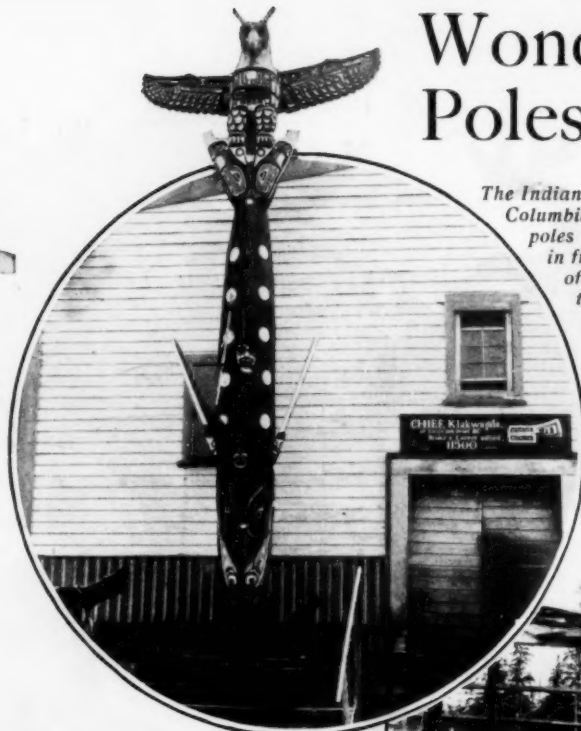
Leslie's

Illustrated Weekly Newspaper
Established 1862

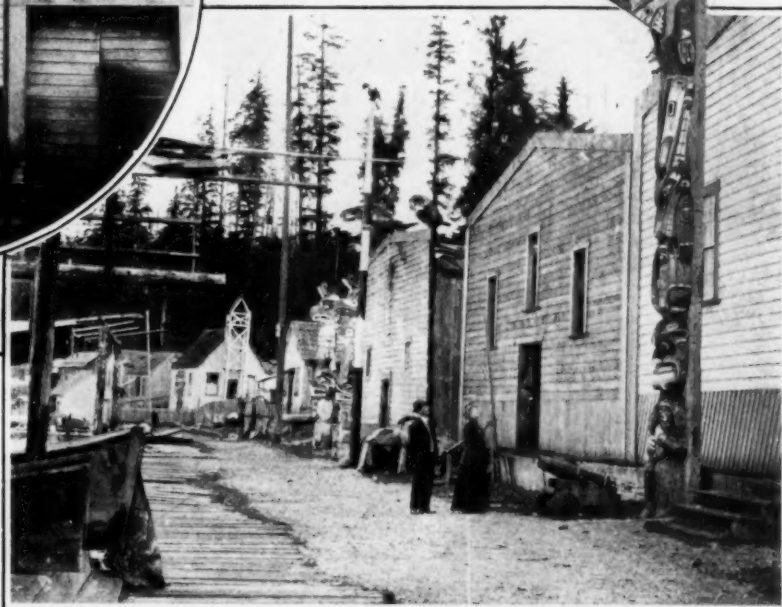


Wonderful Totem Poles of Alert Bay

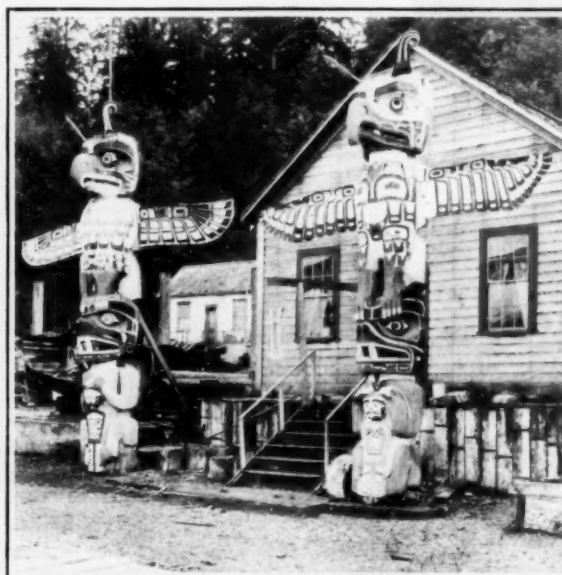
The Indians of Alert Bay, Vancouver Island, British Columbia, have one of the finest collections of totem poles to be found anywhere. These poles are in front of the homes of their owners, and most of the surplus wealth of the residents goes into the construction of these emblems. The totem is, literally, a tribal or family sign, and its use is general among savage and barbarous peoples, but the totem pole is quite distinctive of the North Pacific coast of North America, although not without its parallels in other lands.



THE GUARDIAN SPIRIT OF THE CHIEF
This totem of the chief of the tribe is marked by simplicity. His name and sign and worldly circumstances are all told on the sign above the door.



A COMBINATION OF GUARDIAN SPIRITS
Two of the most peculiar of all the poles are shown here, one with several animals represented on it and the other surmounted by a whale.



TWO GRIM SENTINELS
The only home in the village that is guarded by the totem spirit represented in two intricately carved poles.

SIGHT-SEEING
Two interested tourists viewing with awe and profound interest the carvings and gruesome representations on one of the largest poles in the village, which, though unintelligible to the visitors, tells a story that is sacred to those whose emblems they are.

A FORMIDABLE LOOKING TOTEM
One of the most interesting poles in the entire village is this grotesquely carved "family tree," which to the initiated tells the story of the lives of the owner and his family.



THE INDIAN VILLAGE ON ALERT BAY AS SEEN FROM AN APPROACHING STEAMER

The squat little houses and their striking totem poles, close to the water's edge, immediately arouse the interest and curiosity of the tourist as he approaches Alert Bay. In addition to the totem poles many of the houses display other carvings of a social or religious significance, and some have the principal totem figure surmounting the building itself. These Indians believe that their totems are guardian spirits or perhaps remote ancestors, and the animals represented are regarded, in life and in symbol, with superstitious respect. To wear a representation of their totem, or to be dressed in its skin, is considered a protection. To guard the home this spirit, or totem, is carved in innumerable places, the most prominent of which is the house pole in front of one's abode. The totem is often tattooed on the members of the clan claiming its protection. Even the blankets, mats, baskets, etc., made by the Indians frequently bear totem signs of bears, crows,

eagles, whales or other signs of the clan by which they are made. Members of the same totem clan are not allowed to intermarry, whether related or not, or even when belonging to another tribe, and the infraction of this law is, in some cases, punishable by death. Such events as births, marriages and deaths are recorded by carving on the totems, which thus form a record of the family history. The poles, usually carved from a single cedar trunk, were erected during the great feasts known as "potlaches," or giving ceremonies, where the wealthier members of a tribe gave much of their property and often their entire possessions to others as a memorial to their dead ancestors. The tree for a totem pole is selected with much ceremony, cut down, rolled into the water and towed to the village amid songs and dancing. Professional carvers are employed to put on the designs and are liberally paid.



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Business.....

I use.....horses in my delivery system.

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The distance of the farthest point to which I deliver is.....miles.

I could extend the distance to which I deliver to.....miles with proper facilities.

An average load for my delivery wagon is.....pounds.

If I install a truck system, { Poor
I have { Good facilities
 No

for caring for and storing the vehicles on my premises.

The make of the commercial vehicle in which I am interested is.....

I have.....electric current on my premises.
(Yes or No)

Please send me replies to the above questions.

Leslie's

Illustrated Weekly Newspaper

THE OLDEST ILLUSTRATED WEEKLY NEWSPAPER IN THE UNITED STATES
ESTABLISHED DECEMBER 15, 1855

Edited by JOHN A. SLEICHER

"In God We Trust"

CXIX

Thursday, August 27, 1914

No. 3077

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New York Office: Brunswick Building, 225 Fifth Avenue; Western Advertising Office: Marquette Building, Chicago, Ill.; Washington representative, 31 Wyatt Building, Washington, D. C. Branch Subscription Offices in thirty-seven cities of the United States.

European Agent: Wm. Dawson & Sons, Ltd., Cannon House, Bream's Bldgs., London, E. C. England.

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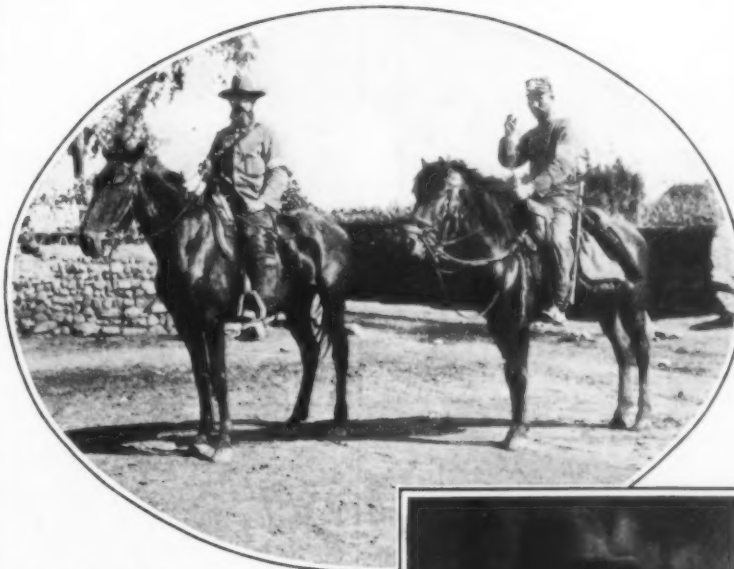
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With the Kaiser's Forces in the Field



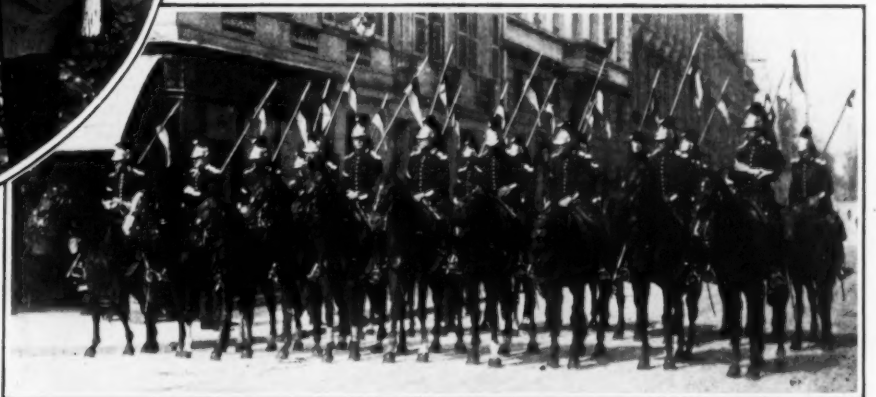
LUNCH IN THE FIELD
EIN IMBISS IM FELDE
DÉJEUNER DANS LES CHAMPS

The splendid commissary of the German army is being put to the most severe test in the present campaign. With more than a million of troops in Belgium, Luxemburg and Alsace-Lorraine the problem of feeding them is a gigantic one. It is reported that the army in Belgium has suffered at times for food, but this, if true, is due to the difficulties of transportation. Germany has immense stores of food. She has also the most up-to-date appliances for field cookery. The illustration shows officers snatching a hasty meal in the field.



FIGHTING FOR THE FATHERLAND
FÜR DAS VATERLAND KÄMPFEND
COMBATTANT POUR LA PATRIE

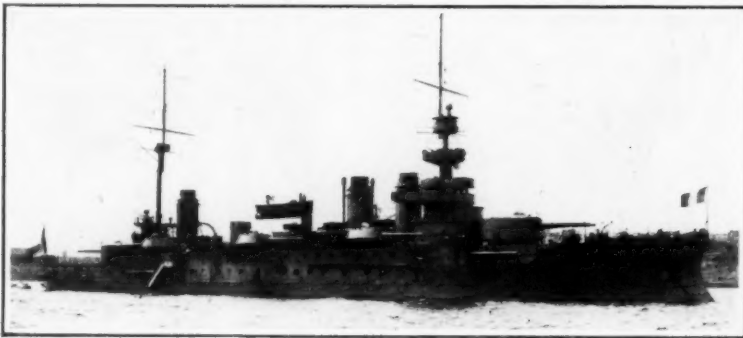
German infantry on the way to the French border. Reports of the preliminary fighting indicate that the cavalry and artillery have played the most important part, but as the great armies come into closer contact the infantry will find its share of work. Germany has specialized in the infantry arm of her service.



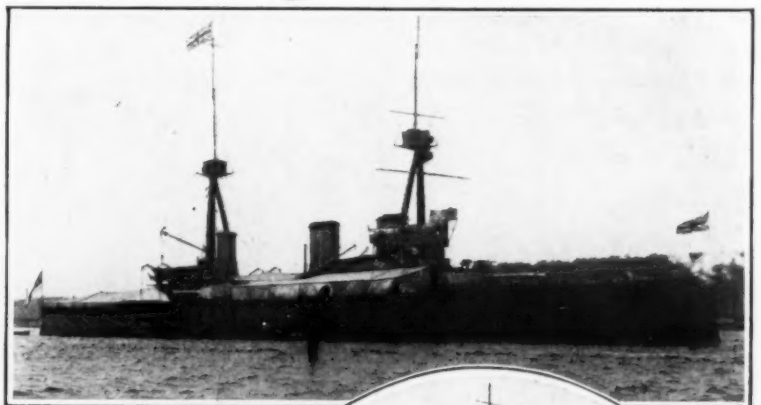
UHLANS TO THE FRONT UHLANEN ZUR FRONT DES UHLANS AU FRONT

The Uhlans are heavy cavalry, the name coming from the Polish and meaning lancers. All German cavalry carry the lance, and the Uhlans, consisting of 25 regiments, are armed also with the sabre, carbine and pistol. Uhlans have made up the cavalry screen in the present operations, and are famous for their dash. The attempt of a corps of them to raid Liège in the early days of the fighting there, to capture the Belgian general staff, is a characteristic exploit. It is reported that the entire detachment was annihilated.

Splendid Ships of Five Warring Navies

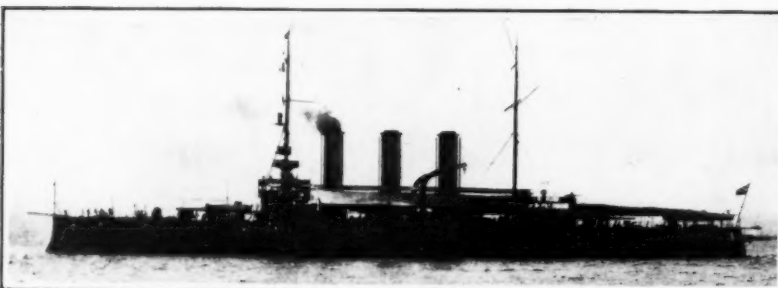


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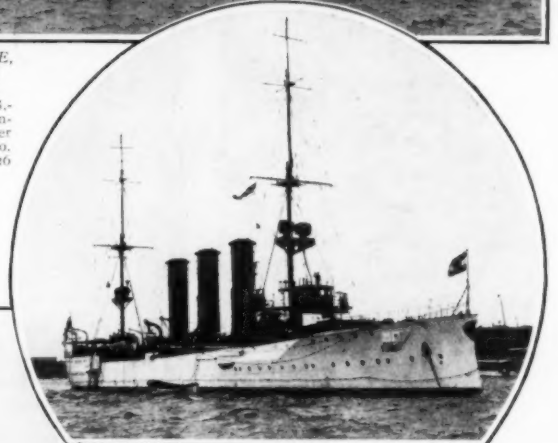
THE INFLEXIBLE,
OF THE BRITISH
NAVY

Built at a cost of \$8,295,000, she has a tonnage of 17,250 and her horse power is 41,000. She has a speed of 26 knots.



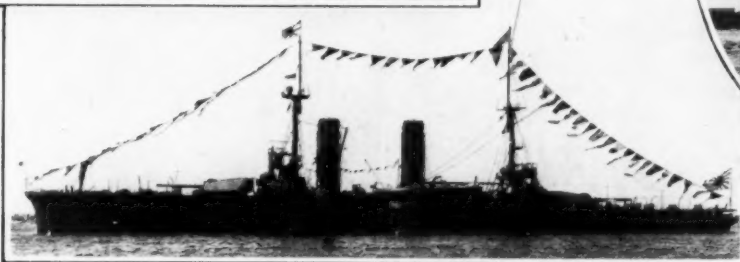
ONE OF AUSTRIA'S CRACK
CRUISERS

The *St. George* has a speed of 22 knots, produced by 15,000 horse power engines, and her tonnage is 7,300.



HOVERING AROUND OUR COASTS

The *Dresden*, German cruiser of 3,600 tons, with a speed of 24 knots. Since the beginning of the war she has been off the shores of the United States. Previous to that she was in Mexican waters, and did good work at Tampico in protecting Americans whose lives were in danger on account of the occupation of Vera Cruz. The pictures of warships on this page were made in the North River during the Hudson-Felton celebration, and are here published by the courtesy of the navy department.



JAPAN'S FINEST CRUISER

The *Tsukuba* has a tonnage of 13,700 and her engines have 20,500 horse power, but her speed is only 20½ knots.

Leslie's Illustrated Weekly Newspaper

New York, August 27, 1914

EDITORIAL

Let the Thinking People Rule!

Questions!

IF two lawyers, one from Kansas and one from Iowa, appointed to sit on a high court, can order the disruption of a corporation that they agree is not over-capitalized, not extortionate and not monopolistic, thus destroying its efficiency, striking at the heart of its vitality, jeopardizing the employment of its workmen and the maintenance of their wages, ruining many and benefiting not even a few, what worse destruction could a conflagration, without insurance, cause?

If the mandate of such a court be permitted to stand, it means that two lawyers, without business training and experience, can, with a dip of the pen, destroy the patient work of many thoughtful men of affairs in building for the prosperity of the country, the employment of its people and the establishment of homes where contentment might have its dwelling place.

If such action meets public approval, what hope is there for the investment of capital in great enterprises? What reward can stimulate the activities of wide-awake business men scattered throughout our great cities who stand ready to venture into new industries and whose every venture means greater employment for labor and more business for the shop, the store and the factory.

If we proceed to disrupt, one after the other, all our big industrial corporations simply because they have grown big while all other great nations are in every way encouraging the expansion of their big industries, how long will it be before the growing export trade of the United States, that we have slowly and surely built up, will go the way of our once magnificent merchant marine? The latter was sacrificed because the American people did not know any better and would not learn. Shall that colossal blunder on the seas now be repeated on land?

And will someone answer the question of Chancellor Day, "What have we provided to take the place of the trusts and railroads from which we are turning millions of working men and artisans to roam the streets?"

President Wilson Vindicated

PRESIDENT WILSON'S nomination of Mr. Thomas D. Jones, a director of the International Harvester Company, as a member of the Federal Reserve Board has been vindicated. It is true that two out of three judges, in the United States Circuit Court, have found this company guilty under the Sherman law and ordered its dismemberment, but in rendering this decision Judges Smith and Hook utterly refute the charge made by the government and re-echoed in staring headlines in all the sensational press and muck-raking magazines that the company had charged excessive and unfair prices to the farmers and driven independent competitors out of business.

It is difficult to understand how Judges Smith and Hook could have decided against the company, while admitting that it was not over-capitalized and had not increased prices or driven its competitors from the field. Judge Sanborn in his dissenting opinion takes far higher grounds and speaks with a clarity that convinces. His opinion is given in the light of reason. He shows that for at least seven years before the suit was begun the company had not been seeking to restrain or monopolize trade; that to go back to 1902 to find a charge was proceeding without jurisdiction and that the courts should deal with what the defendants were doing in 1912 when the complaint was filed.

Judge Sanborn finds that the company's proportion of its line of business has been decreasing and that of its competitors increasing; that its methods were free from anything unlawful, unfair or oppressive toward its competitors and that prices of its products to the consumer remained nearly stationary and increased far less than the prices of other agricultural machinery. The Judge added that to subdivide this property "cannot fail to tend to cripple and diminish this business, to restrain the advance or to decrease the wages of the laborers and the prices of the materials required to carry it on and thereby inflict injury upon the public."

We are glad to learn from President McCormick that the company will take this case to the Supreme Court. President Roosevelt was criticised for not pushing the prosecution of the so-called "Harvester Trust" just as President Wilson has been criticised for naming one of its directors for a public office. We infer that both were fully conversant with the facts of the case and that if they had been called upon to render an opinion they would have concurred in that of Judge Sanborn.

We sincerely believe that the day will come when the

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THE exclusive American rights for the publication of the war sketches and photographs appearing in the well-known English illustrated weekly, the London Graphic, have been secured for simultaneous use, in the United States, by LESLIE'S WEEKLY. Reproductions of such illustrations in this country, therefore, can only be made by consent of LESLIE'S as owners of the American copyright, and due notice is hereby given accordingly.

The world's most famous war photographer, James H. Hare, has been especially commissioned by LESLIE'S to represent it abroad. He has already sailed for Europe. His services are exclusively for LESLIE'S in the United States and for the London Sphere abroad. His photographs will be copyrighted by us and American rights for reproduction can only be had by arrangement with LESLIE'S.

Beginning October 1st, Rudolph Keppler, the famous American cartoonist, will give his exclusive services to the Leslie-Judge Company. His best work will be striking features both of LESLIE'S and Judge.

John A. Sleicher, President,
Leslie-Judge Company.

majority of the Court rendering this extraordinary and inexplicable decision will be glad to forget it. But the people should not forget them.

Big Men for Big Emergencies

IT is safe to say that the captains of industry who went to Washington to see Secretary McAdoo and others about opening the ocean highway to Europe for American cargoes will not be stigmatized as lobbyists now as they were a few months ago. These gentlemen include President Farrell of the so-called Steel Trust, President Clarke of the Lackawanna Steel Company, President Hurley of the Hurley Machine Company, President Ryan of the Amalgamated Copper Company, President Vanderlip of the National City Bank of New York, President Simmons of the Simmons Hardware Company, and representatives of the American Locomotive Works, the General Electric Company, and sundry others who have heretofore been regarded as subjects for suspicion on the part of the trust busters and railroad smashers domiciled at Washington.

These captains of industry met in New York as soon as American commerce was put in peril by the outbreak of the European war. It takes big men for a big job. These gentlemen resolved that it was of vital necessity for the prosperity of the country that the \$2,500,000,000 of cotton, wheat, corn and other exports which had been placed under embargo should have a free course to markets abroad. They resolved to recommend that the country provide American ships and the necessary war risk insurance on American vessels and cargoes. Acting promptly, as big business men do, they started for Washington to set the wheels in motion, while a dilatory, inefficient Congress was tinkering with the job.

In every great crisis in this country the situation has been saved by such men as these, the heads of great business enterprises and great financial institutions. These are the men whom the demagogues would exile. We predict that the people some day will be ashamed of the treatment this generation has accorded to those who in other countries are decorated with the highest honors.

Fly the Flag

IT is not pleasant to read in these times of stress and turmoil that Congress has gone on strike. More than half of all the members of the Senate and House, according to the news dispatches, have left Washington, many of them declaring that they will not return. Meanwhile President Wilson, in spite of the saddest of all domestic bereavements, has kept at his post of duty putting to shame the absentees in Congress and the money-seekers of the Chautauqua circuit. At this critical moment when the cotton growers of the South, the farmers of the West and the producers of all domestic commodities are clamoring for ships to carry their products to customers abroad, the first duty of Congress should be, as the President, Leader Underwood, and others have pointed out, to provide an American merchant marine.

The bill introduced by Judge Alexander, by request of the President and on the advice of Commissioner Chamberlain of the Bureau of Navigation, must be regarded only as an emergency step and can be effective to a very lim-

ited extent. It provides a convenient method for the transfer of foreign-built vessels to the American flag. This might be regarded by some foreign governments as an evasion of statutory requirements and for this reason, conservative Congressmen opposed this legislation. It is extremely unfortunate that the demagogic outcry against ship subsidies, raised in the West and the South, has defeated every effort to revive our merchant marine. Foreign nations have subsidized their steamship lines and taken our trade. Now that the strongest possible argument in favor of American ships has been impressed upon the country by the sudden outbreak of the war in Europe it is hoped that Congress will take a statesmanlike view of the situation and pass not only an emergency law, but a broad and comprehensive act that will restore the American flag to the seas.

Every patriotic citizen who travels abroad is disheartened by the conspicuous absence of our flag while the flags of all other nations are flying at the masts of the greatest steamships. But American ships under American flags, to hold their own, must not be subjected to laws and regulations that make it impossible for them to compete with the foreigner. We need a thorough revision of our shipping laws and a reasonable subsidy for our ships. Then we shall have a merchant marine once more of which we can be proud.

The Plain Truth

SECTIONAL! The striking discrimination against all New England lines made by the Interstate Commerce Commission in flatly denying any increase in freight rates to them should be resented by every patriotic New Englander. If the Interstate Commerce Commission had discriminated, in this vindictive way, against the South or the West the loudest kind of a protest, and very properly, would have been heard, followed by an insistent demand for a rebuke to the commission, because of its sectional discrimination. The commissioners who joined in this extraordinary action (Messrs. Daniels and McChord did not) should be marked for removal. To that end every New Englander should make his demand upon the administration for prompt action. The time for sectional differences in this country has passed. We have a united land under one flag. The interest of one is the interest of all. He who would raise a sectional issue should receive short shrift. We are not doing so. The impossible, inscrutable "I. C. C." has done it.

LIVING! The high cost of living was a burning question before the Presidential election. Many believed in the promise that a change in administration would signalize cheaper living. Demagogues used this as an attractive bait to catch the voter. It worked very well. Now, on the eve of the Fall election, with the rise in the cost of living, due, as every one knows, to extraordinary conditions arising out of the general European war, the politicians are extremely anxious to make the people believe that there is some other cause. All this while the farmers in the West are doing their best to maintain the price of wheat at \$1.00 or more a bushel and the cotton raisers of the South are asking the government to lend its efforts to increase the price of cotton above the current selling figure. We believe in good prices for the crops. We hope that the farmers will get \$1.00 a bushel or more for their wheat and the cotton growers a living price for their cotton; they deserve it, but what nonsense it is for politicians to be howling about the high cost of living at one end of the capitol while at the other end they are legislating to help the farmer and the cotton raiser maintain a higher cost for their products. You can fool all the people some of the time!

WONDER! We wonder if the mediators who are considering the demand of the Western Railroad employees for an advance of \$35,000,000 in wages will follow the example of the Interstate Commerce Commission in the latter's treatment of the railroads' petition for an increase in freight rates. Will the I. C. C. say to the railroad employees that the public "must afford them a full opportunity to earn a fair return and to share in the general prosperity" and then refuse to give them this fair return? This is what they said and did to the railroads. Will the mediators ask the railroad employees for a schedule of their living expenses and point out how they can wear cheaper clothing, cut out the theatres, the "movies," lace curtains, pianos, tobacco, chewing gum, rugs and carpets and get down to a pork and beans diet and be healthy and happy without an increase in wages? Perhaps these mediators may also follow the example of the illustrious I. C. C. and grant the full increase to the employees in one part of the West, deny it to those in another and concede a small percentage to a few between. How would the employees of the railroads like this? How would they like to be held up for a year and a half before the mediators come to a decision? What an outcry there would be if the mediators, in treating with the employees, should follow the example of the I. C. C.

"Command of the Sea"

And Its Bearing upon the European War

By SIDNEY GRAVES KOON, M.E., M.M.E., Formerly Editor "International Marine Engineering"



BELGIAN PORT WHERE BRITISH TROOPS LANDED

Ostend, one of the gayest watering places in Europe, was one of the places selected for landing the British expeditionary troops that went to the help of Belgium. The city is now one vast military post.

GERMANY'S WAR FLEET

At the opening of the Kiel Canal in June the Kaiser made a great naval display. The ships then reviewed now constitute the North Sea fleet which will struggle with Great Britain for mastery of the ocean.



AUSTRIA'S PRINCIPAL SEAPORT

Trieste, on the Adriatic, is the chief port of the dual empire. It was formerly an Italian possession, and Italy's desire to regain it may finally cause her to join the war against her former ally.

ENGLAND and her allies should win on the sea. Unless the German admirals exhibit the genius of a Napoleon, in dividing up the enemy and then crushing him in detail, there can be no other result. This is said with full realization of the well known strength of the German fleet, and of new factors of uncertainty produced by the marvelous recent development of the torpedo, the submarine, the airship.

England alone, without the aid of France and Russia, could offset the sea forces of Germany and Austria (and even those also of Italy, if necessary). But with the fleet so scattered there would be no such preponderance of power at any one point which would be necessary for quick and decisive action, clearing the stage of the enemy's ships, and providing that "command of the sea" which is the supreme requisite for the successful prosecution of war by a maritime power.

With France patrolling the Mediterranean, holding Italy neutral and Austria powerless, the whole might of Britain's armada is free for the stupendous task of crushing the German navy—annihilating it, if you please. Russia's forces in the Baltic and Black Sea are scarcely more than required for local defense. The primary naval situation thus resolves itself into a duel between England and Germany.

Events move quickly but certain features of the present situation are so pronounced that, barring an unthinkable upset, the final result appears inevitable. What follows is predicated upon facts as known up to August 9th, 1914.

The British First Fleet, which sailed from Portland July 29th under sealed orders, and which is now trying, undoubtedly, to get into contact with the Germans, is, alone, superior to all the force which Germany can concentrate upon it. The British second and third fleets, acting as reserves, form together another force about equal to the German. Unless the wily Teutons decoy their adversaries over a field of mines and destroy them *en masse*, control of the sea must rest with the British.

Whether the Germans elect to measure strength against strength with the Britons, or whether they follow the policy advocated by the peace party in the United States in 1812, and remain locked up in safe harbors, British maritime supremacy will be an accomplished fact. The few German cruisers now infesting the four seas and preying upon British commerce, will one by one be hunted down or interned, and British merchantmen again sail the seas almost as freely as a month ago.

What Does "Command of the Sea" Mean?

When Themistocles enticed the Persian fleet into the Bay of Salamis, where it was overwhelmed by the ferocity of the Greek attack, he made it impossible for Xerxes to maintain his forces in Greece. The greatest army the world had ever seen was compelled to retire before a mere handful of enemies because it was hungry, and the Greek fleet had destroyed its means of getting food. Napoleon was defeated no less at Trafalgar than at Leipzig and Waterloo. In fact, it was Trafalgar which made Waterloo later possible; for Trafalgar assured to England that command of the sea, that freedom from molestation by the enemies' ships, without which her armies could never have been maintained on the continent. At the same time, it absolutely prevented the threatened French invasion of England, because even the great annihilator of military precedents dared not risk sending his veterans across a sea swarming with British ships of war.

How far aloft would Shafter's army have gone in '98 if Cervera's fleet had not been bottled up in Santiago harbor? The risk to soldiers at sea, from active hostile ships of war, is too great to be assumed. Soldiers may be

annihilated or captured at will by any fleet superior to their convoy. Hence, soldiers do not put to sea unless their own fleet is supreme. How long could Japan have waged war in Manchuria had Togo and his gallant forces been defeated, either before or during the great culminating battle of the Sea of Japan? Where would the Japanese have obtained their food, ammunition, reinforcements?

Command of the sea is the greatest possible asset to a power whose territory is not contiguous with that of the enemy. Even with frontiers touching for many miles, it is of vital importance, not only for preventing a flanking attack and for delivering one upon him, but also for preserving a free route for ocean commerce, food supplies, etc.

Application to the Present Case

It is safe to assume that the powerful French fleet will prevent any Austrian fleet from leaving the Adriatic. This gives England a completely free hand to deal with Germany in the north. The Germans have two sea-fronts—the Baltic and the North Sea—connected for strategic purposes by the Kiel Canal. Recently enlarged, the canal is capable of passing rapidly the heaviest ships of the Kaiser's navy. This canal is of inestimable value to Germany just now. It enables her fleet to keep England in doubt as to whether the point of contact between the two forces is to be off the Dutch or German coast in the North Sea, or between the Danish peninsula and Norway, or even off the coast of Britain herself. The commander of the British First Fleet must watch all sides, and be ready to move his whole force with the greatest celerity to the point endangered. At the same time, the canal will permit the safe passage of injured or defeated German vessels from the North Sea to the dockyards and fortress protection at Kiel.

The blocking of that canal by airships wrecking a bridge or vessel with explosives is of prime importance to England. Once this is accomplished, the German fleet, no longer able to play "hide and seek," can be sought out and overwhelmed or driven to permanent cover. Unless that is done, or the Germans elect to fight it out at once, there will be the continual danger that the Teuton fleet may pass the British at night. Doing this, it may overcome in detail successive scattered British ships or squadrons, and thus so weaken the English forces that the outcome of the inevitable decisive battle would be awaited with the utmost anxiety.

England's present command of the sea may be said to be in a state of unstable equilibrium. Such as it is, however, it has already been utilized to cover the landing of troops on the continent, and many more are to follow. But until the command is made absolute, by the elimination of the German menace, these operations must be attended with a certain amount of risk. Should the Germans succeed in throwing off the British attack, and thus gain even a temporary command of the North Sea, the British land forces in Belgium would be cut off from supplies and reinforcements, and a German force might conceivably be landed behind them. British shipping would be driven from the ocean and, unless the fortunes of war should be quickly reversed by the British reserve fleet, Great Britain would be isolated, and even possibly starved into submission.

But with all elements of human probability at least ten to one in favor of British victory, it is German commerce which is to be destroyed, and there are supposed to have been nearly 5,000 German merchant ships at sea when war was declared. In this event, England's path across the channel will remain open and reasonably safe. Hundreds of thousands of British troops, pouring through Belgium and hurled upon the right flank of the German army menacing France, should force an abandonment of that attempt

to repeat the history of forty-four years ago, if, indeed, the banks of the Rhine itself be not the scene of more than one titanic struggle.

By thus permitting the fullest co-operation between England and France, with their gallant Belgian allies, British command of that stretch of the sea lying between England and Germany may reasonably be expected to wrest victory from the Germans and so decide the war. Certain it is that, without it, France and Belgium must be immeasurably weaker in every way, and the possibilities of the final outcome of the war in the west far from reassuring. If, to stem the tide of invasion across the Rhine, the German eastern forces be depleted, the result would be equally disastrous, and a Cossack foray down the famous "Unter den Linden" become a decided probability. For Russia is by no means now the poor antagonist she proved in 1905. There was no question of bravery then; but the morale and leadership, strengthened 100 per cent. since, now make of that bravery a force to be feared.

How the Fleets Compare

Sir John Jellicoe's First Fleet, as it sailed from Portland, consisted of twenty dreadnoughts, four dreadnought cruisers, nine other battleships and eight armored cruisers; besides such auxiliaries as destroyers, scouts, etc. Assuming that the eight armored cruisers are to be used for scouting and miscellaneous purposes, there are left thirty-three ships to take their places in line of battle.

These displace 669,250 tons and carry 275 heavy guns in broadside (124 of 13.5-inch; 130 of 12-inch; 21 of 9.2-inch), throwing a total of 276,480 pounds at one discharge.

Against this is pitted the German High Sea Fleet of twenty-four vessels (omitting the *Goeben*, caught in the Mediterranean). This consists of thirteen dreadnoughts, three dreadnought cruisers and eight semi-obsolete battleships. These displace 453,690 tons (68 per cent. of the British) and carry 174 heavy guns in broadside (63 per cent. of the enemy's number). Eighty-two of these guns are 12.2-inch; ninety-two are 11-inch. They throw 144,026 pounds of metal (52 per cent. of the British).

British naval gunnery is far superior to German. But even assuming equal gunnery, equal morale and training, equal luck, equal conditions throughout, which fleet should win?

British reserves include six more dreadnoughts and one dreadnought cruiser, all practically completed, twenty-nine other battleships superior individually to the German pre-dreadnought ships and eleven armored cruisers, without drawing upon either the Mediterranean or the far eastern squadrons, or the cruisers in American waters. Adding the eight armored cruisers of the First Fleet, this makes a force of fifty-five ships, 847,800 tons, 224 heavy guns in broadside, firing 215,380 pounds at one discharge.

German reserves include three additional dreadnoughts and two dreadnought cruisers, practically completed, twelve old battleships and nine armored cruisers (of which two, in the far East, must be omitted). This makes twenty-four ships, 346,587 tons, 128 guns, 98,408 pounds. In these reserve fleets England has 180 guns of 12-inch or larger; Germany only 50.

The greater penetrative power at battle ranges of the guns in the British First Fleet, as compared with the German High Sea Fleet, is shown by the British average of 1095 pounds per shell, against the German 828 pounds. In the "reserve" fleets the British have an average of 962 pounds per projectile; the Germans, 769 pounds. The Britons could penetrate German armor at a range where they would themselves be immune to the bulk of the German attack. The much mooted question of the supremacy of guns to armor bids fair to have a practical demon-

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Keeping the United States Neutral

By OSWALD F. SCHUETTE

LESLIE'S WEEKLY Bureau, Wyatt Building, Washington, D. C.

WE are three thousand miles from the battlefields of Europe so it might seem that the United States holds the enviable position of an innocent spectator at the great theater of European war. No whiff of smoke, no smell of powder, no screeching shell can reach us. We have no entangling alliance with any nation either in or out of the zone of war. The great neutral ocean rolls between our shores and those of the nations that are at each other's throats. But the news of the almost unexpected war had scarcely flashed over the Atlantic cable before every man, woman, and child in the United States felt its effects. Ties of blood and bands of commerce, membership in the great family of civilized nations, linked us at once to those who were involved in this great struggle.

Nowhere in the United States was this more quickly realized than in the official circles at Washington. President Wilson, although the shadow of death hung over the White House, had to lay aside all else to consider international difficulties as each hour brought up new dangers and each day new hazards that threatened our disinterested neutrality. Congress had to sidetrack its most important business to act speedily on the emergency requirements of the hour.

So clear was our neutral position that the nations on both sides of the great conflict asked us to represent them diplomatically at the capitals of their enemies—a situation almost without precedent in history. The United States is thus protecting German interests in England and France and French and English interests in Germany. President Wilson made an offer to the belligerent nations of the good offices of the United States for the restoration of peace, which was "received and filed."

The sudden closing of the financial exchanges in the United States was necessary because of the great flood of American securities dumped on our markets by European holders in desperate need of cash. So serious was the situation that bankers called on the government for help. Congressional legislation—which usually would have taken months of fruitless debate—was passed almost within an hour to make available not only the \$500,000,000 of emergency currency then in the vaults of the Treasury, but to raise the total to \$1,250,000,000 that there might be no slacking up of American com-



THE WIRELESS CENSOR
Ensign S. H. B. Crow, U. S. N., in charge of the German wireless station at Sayville, L. I. The regulations of our government were so strict as to draw a protest from Germany.



PRESERVING NEW YORK'S NEUTRALITY

The battleship *Florida*, which guards the port of New York to prevent acts of favoritism toward any of the warring nations. No vessel is allowed to leave the harbor without permission from her commander.

merce. The emergency currency was authorized by Congress after the panic of 1897, and is similar to regular bank notes, but is secured by first class securities, other than government bonds, which are deposited in the national treasury by the banks in return for currency. Half a billion dollars of this currency had been lying in the treasury for six years, ready for just such an emergency.

But this was but a small fraction of the day's work. With a record breaking crop in sight the sudden upheaval of the European market, and more important, the disappearance of European shipping to carry these harvests abroad, necessitated emergency measures to increase our merchant marine. For decades Congress has haggled over this question and done nothing. Now it is to provide a way for the easy transfer of foreign built ships to the protection of the American flag. Steps were taken also to use the navy as emergency relief to bring our commerce into the old markets and to open up the new, temporarily lost to our European rivals by their war. Then there was the great problem of



PUTTING \$8,000,000 GOLD ON THE TENNESSEE

To mitigate the difficulties of American financial institutions abroad the United States sent the cruiser *Tennessee* with funds in specie for European cities. Much of this gold was used to bring home American tourists. It was shipped from New York on August 6th.

bringing home the 100,000 Americans in Europe. Money—real gold, not paper or letters of credit—had to be sent to them. The cruisers *Tennessee* and *North Carolina* were detailed to carry this gold.

Every moment there was a possibility that an indiscretion might involve us in difficulties with one or the other of the nations at war. If we halted a ship of one belligerent because we felt it was violating the strict terms of our neutrality there was a possibility of protest from its nation. If we did not stop it, there was a similar danger of complaint from the other powers. To mark the fine line between contraband and unforbidden commerce, between shipping that was permissible and shipping prohibited, between "reservists returning to the colors" and "military expeditions," required infinite patience and infinite care. Various departments of the governments—State, Treasury, War, Navy and Commerce—found themselves lost in a maze of decisions, sometimes in conflict with each other, in matters of international moment. Unfortunately, almost all of the departments found themselves practically without authorities on international law. On one occasion, the Department of State, presumably our highest authority on international law, sent to the Treasury Department a long list of conflicting complaints concerning the international status of outward bound ships. The absence of former Counselor John Bassett Moore from this department proved an enormous loss. Secretary Bryan himself made no effort to decide these questions and what light was shed upon them came from Robert Lansing, the new Counselor of the department.

The strict maintenance of neutrality involved not only a careful watch over the actions of our own citizens, but a far more careful watch over the action of the belligerents. It is not enough to prevent acts that might infringe upon these statutes of international usage. We must be equally careful not wrongfully to prohibit acts. The President issued carefully phrased proclamations of neutrality. It was easy enough to proclaim. But it was the enforcement that brought us into close contact with the problems of war.

European War Through German-American Eyes

By J. W. VAN EYNDHOVEN

EDITOR'S NOTE.—Since the outbreak of the European war many German-Americans have insisted that the press of this country was printing a preponderance of news and comment favorable to the enemies of Germany. It is the purpose of LESLIE'S to give the news of the war absolutely without bias, and, owing to the fact that Germany has been practically isolated from the rest of the world since the war started, her side of the question has not been adequately presented. For this reason we have asked Mr. J. W. van Eyndhoven, a German-American journalist of many years' experience, to state briefly the German's point of view. Although he has been in this country for more than twenty years he has kept closely in touch with the affairs of the Fatherland, and is well qualified to speak for the five millions of Germans and descendants of Germans in the United States.

IN times of peace the supposedly deep-seated friendship existing between the United States and Germany since time immemorial has often been dwelled upon in the newspapers. Now, however, when Germany suddenly has become the central figure in the greatest conflict of modern times, perhaps in all history, the attitude of the American public as reflected in the Anglo-American press in general is so antagonistic to the German cause that German-Americans are energetically protesting. They feel that there is a concerted effort being made by the enemies of Germany to make her, and especially her ruler, the scapegoat of the war.



THE KAISER AND HIS SOLDIER SONS

The six sons of the German Emperor are all in the army, except Prince Adalbert, who is an officer of the navy. The photograph shows the Kaiser, Prince Frederick William, Prince William Eitel-Frederick, Prince Adalbert, Prince August, and Prince Oscar. Prince Joachim, the youngest son, was not present at the recent military review where this photograph was taken.

The Kaiser is ridiculed and caricatured; is seriously branded in a publication of standing as the "mad mullah of Europe," and every uncomplimentary adjective is hurled at him.

All the old friendship and the ties of blood between America and Germany are seemingly forgotten.

The apparent lack of sympathy for Germany in this great crisis touches deeply every German-American worthy of the name, be he born here or abroad. He, or his forebears, came to this land with the earnest will to become good Americans. He has done his full share to build up the industries and the commerce of this country. The German element in America has furnished more than its share of fighting men in every war in the history of this nation. It probably saved the state of Missouri to the North during the war between the states through the quick action of the turner-warriors of St. Louis. Steuben, Schurz, Sigel, Schimmelpfennig, Herkimer, Dr. Abraham Jacobi, Dr. Hans Kudlich are but few of the names of great men and fighters in American history, who were born in Germany. And the German in America is as ready today as he ever was to fight, and bleed, and die if need be, for the land of his choice, which he loves as his sweetheart. But aside from this love he cherishes another sort of love for his distant Fatherland, now in as

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France Stakes Her Fate on Artillery

By WALTER S. HIATT



Light battery in a cross-country gallop.
Batterie légère dans un galop à travers-champ.

EDITOR'S NOTE:—Mr. Hiatt, a well-known American writer, has spent much time in France, and the technical information on which this article is based was imparted to him by a high artillery authority of the French army. His viewpoint, therefore, is the French viewpoint.



Taking advantage of the protection of a ditch.
Prenant avantage de la protection d'une tranchée.

THE French army today claims the most deadly rapid field gun yet devised and the fate of France and the fortune of her arms in this war depend largely on her grey guns and her artillerymen in pantaloons of blue. Just as Germany has staked all on the massing of overwhelming forces of men, so has France elected to trust to her fort and field artillery. Germany has wittingly shut her eyes to the awful carnage of which the French guns are capable, hoping to rush and capture them by infantry. France is gambling that her guns will be able to annihilate any force that comes within their range. And she is ready to sacrifice any number of her own infantry merely to protect her guns from capture, to keep them in action.

Which system will win? This is the question that military experts the world over are asking as they watch the mighty forces hurled at each other along the Franco-German frontiers. Both systems really date back to the time of the great Napoleon, after having been tried out with varying success in our own Civil War, in the Franco-Prussian War of 1870, and in the Russo-Japanese War of 1905. While the Germans have powerful cannon and the French have wonderful infantry, each army has been built up on directly diverging and highly specialized lines. The Germans have admittedly the best massed troops as the French have admittedly the best artillery.

The quick firing of massed cannon at close range into large bodies of troops, and particularly the firing of these cannon at unexpected points, made Napoleon master of Europe. In our own Civil War this method, save its feature of massed firing on a tactical point, was rendered useless by the invention of long-distance rifles placed in the hands of infantry and the consequent inability to handle cannon at close quarters. Witness Fredericksburg and Gettysburg.

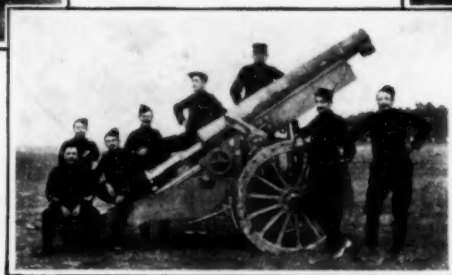
By a curious twist of circumstance, it was the partial use of the Napoleonic method that enabled the Germans to hasten their victory over the French in 1870. At St. Privat they abandoned their cannon before effectually using them on the French, to come to hand-to-hand fighting, and suffered terrible losses. This lesson they remembered all during the war. A little later, at Sedan, they



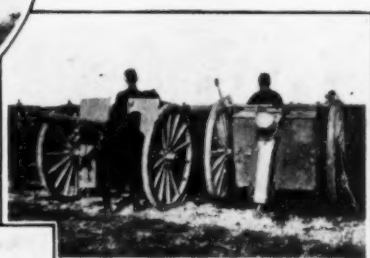
Firing a light non-recoiling field piece.
Tirant une pièce de campagne sans-recul.



Light field piece ready to fire.
Pièce de campagne, légère, prête pour le feu.



The terrible 7-inch Rimailho with firing squad.
Le terrible Rimailho de 7 Ponces avec une escouade tirant.



Unlimbering 3.2-inch gun. Ammunition carriage is armored.
Canon de 3.2 ponces sans avant-train. Le caisson des munitions est cuirassé.

kept the brilliant French troops enveloped in fire from 600 big guns—and won. Yet today the Germans hope to win by the method which so cruelly hurt them at St. Privat. The carnage in this method was more lately illustrated by the terrible losses of the Japanese in assailing the apparently impregnable guns at Port Arthur. Thousands upon thousands of their soldiers were mowed down, but they finally were victorious.

The return of the French to the old method of Napoleon has been made possible by the invention of light rapid-fire field guns and the working out of methods for their quick use in assaulting infantry, suppression of the latter's fire by a rain of shrapnel, and escape before capture. The appalling power of artillery, which has increased out of all proportion to rifle fire, is responsible for the French theory of war. They have profited by the lesson of Port Arthur—an incident that may be repeated many times in this war—and know how to protect their larger guns with the flanking fire of smaller short-range ones, and not only repel, but actually annihilate, any number of men which may assail any of their forts or important strategic positions.

French military authorities claim to have two light field guns far superior to any like guns possessed by any

other nation. These two guns are the long barreled 75 m.m. (3.2 inches) repeater, weight 1.2 tons, and the 155 m.m. (7 inches) long and short "Rimailho." The superiority of these guns lies in that they can be fired at a rate, if emergency requires, of virtually a shot every two seconds. In practice tests the smaller gun has been fired as many as forty-three times a minute. The metal composition of the guns, which is a carefully guarded secret, gives them long life and prevents overheating and the wearing out of rifling. A non-recoiling big gun is the artillery ideal, since it leads to better aim and to quick firing. The French claim to have in the "Rimailho" the only big gun which fulfils these demands.

An additional advantage claimed for these guns is their automatic system of covering entirely a given area fired upon with time fuse shrapnel. Instead of the gun remaining absolutely stationary, if desired, it moves with a sweeping motion, known as the *tir fauchant*. In any series of three shots, one is planted at the original spot aimed at, then the gun diverges slightly to the left and plants a second shot, then a third on the right. A further refinement of this automatic movement is the search and sweep in very rapid firing by which an area of 600 by 200 metres is covered with forty or fifty shrapnel shell, releasing a rain of bullets. The result of this fire is that, mathematically calculated, 19 per cent. of the men and 75 per cent. of the horses in the area and not under cover should be hit by separate bullets. But all the work of the gun, however excellent in itself, depends on the gunner.

The drill of the French artillery has time and again been pronounced by American and other experts as matchless in quality. Their light guns can be run anywhere, across country, up hill and down dale, at a 15-mile gallop, unlimbered and fired in the most unexpected places. The French have tried to follow the old dictum of Napoleon: "When once the fight has begun, the man who can bring up an unexpected force of artillery is sure to carry the day." In action, the indirect method of firing, which has been widely copied by other nations, is applied. The gun is sheltered behind some hill, or rise in the ground, or even in a ditch, whence its smokeless powder will not

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Wading Through War to World Empire

By W. NEPHEW KING, Late Lieutenant U. S. N.

THE words of General Frederick von Bernhardi, in his great book entitled "Germany and the Next War," are almost prophetic in the light of recent events. In 1911, immediately after the Morocco incident, this distinguished German officer wrote:

"We have fought in the last great wars for our national union and our position among the Powers of Europe; we now must decide whether we wish to develop into and maintain a world empire and procure for German spirit and German ideas that fit recognition which has been hitherto withheld from them.

"We must make it quite clear to ourselves that there can be no standing still, no being satisfied for us, but only progress or retrogression; and that it is tantamount to retrogression when we are contented with our present place among the nations of Europe, while all our rivals are straining with desperate energy, even at the cost of our rights, to extend their power."

There could be no more lucid explanation of the cause of the present war, and it is clear that Germany realizes it is her life and death struggle—that she faces either downfall or aggrandizement. For a long time she has been suffering from an embarrassment of riches. Her birth-rate is greater than that of any other civilized power, and her industrial and commercial growth phenomenal.

Her manufactured products controlled the markets of the world, and her shipping was rivalled only by that of Great Britain. Territorial expansion has been her dream for twenty years, but, unfortunately, she became a great power at a time when all those parts of the world suitable for colonization had been apportioned among the nations.

Germany has flirted with the South and Central American countries and although her financial strength and commercial activity have given her much of the trade of those lands, the Monroe Doctrine blocked her path at every step. Her sphere of influence in the East is insignificant, and her interests in Africa nearly caused a rupture with France three years ago. The only hope of expansion, therefore, and of obtaining an outlet for her ever growing population, lay in the conquest of adjoining territory. Belgium and Holland, with the control of the mouth of the Rhine, were alluring morsels; but her dream of Empire was the great wheat fields of Russia.

Aware of the conditions that confronted him, is it strange that Wilhelm II has devoted his entire life and energy to the task of placing the nation in a perfect state of preparedness when the fateful hour should arrive? None save those in his confidence know what has been going on "behind the scenes." If, as experts say, money provides the sinews of war, then Germany is well prepared, for only a very

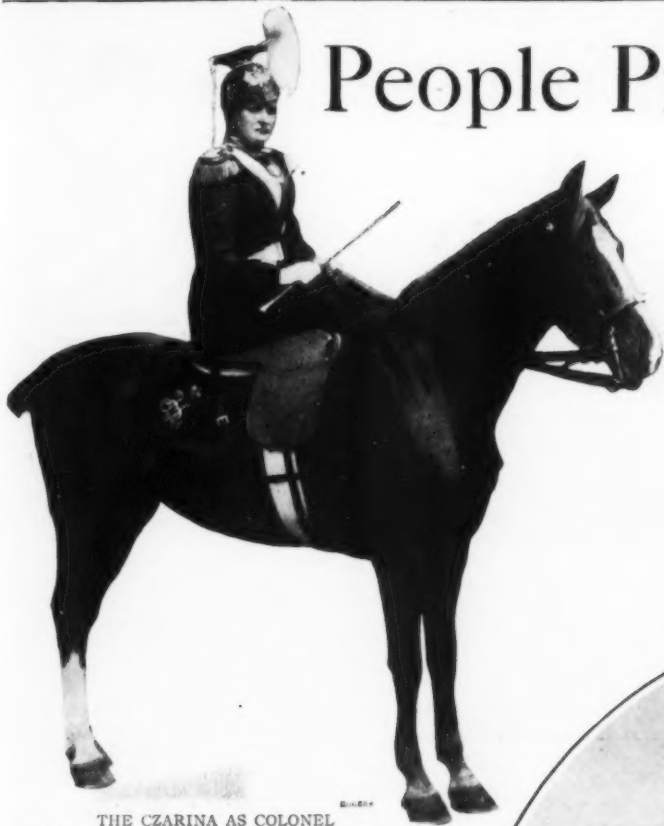
small fraction of the 5,000,000,000 francs paid to her by France, as indemnity for the war of 1870, has been touched. This vast war fund will not be drawn upon until every other source of income has been exhausted. It is said, on excellent authority, that the Kaiser has been for years storing away food supplies, and that he can feed an army of 5,000,000 men for one year independent of the rest of the world. The great arsenals of the Empire are also overflowing with munitions of war.

The French made an apparently brilliant coup in crossing the Vosges Mountains, by way of Le Bonhomme and Ste. Marie, and descending upon the valley of the Ill. The pass of Le Bonhomme lies between the summits of Rossburg and Bressoir, and ascends the Vosges near the French towns of Clercy and Fraize; while that of Ste. Marie is ten miles farther north, and follows the mountain road from Ste. Die to Schlettstadt on the River Ill. The reports announced desperate fighting and great loss of life.

The Austrians were said on August 12 to be advancing to reinforce the Germans in Upper Alsace. Should this prove true, the French may find themselves in a trap, and surrounded by a German advance from the north and an Austrian advance from the south. Should these combined forces prove superior in numbers to the French, the latter

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People Prominent in Europe's Turmoil



THE CZARINA AS COLONEL

Many of the royal ladies of Europe have honorary military titles, and take great pride in adapting uniforms to the requirements of feminine fashions. The Empress of all the Russias is a colonel. She was the Princess Alice of Hesse-Darmstadt, a daughter of Princess Alice of England. She has four daughters, but only one son, who is the youngest of her children and almost a chronic invalid.



THE KAISER'S DAUGHTER
IN UNIFORM

Princess Victoria Louise, the twenty-two-year-old daughter of the Kaiser, was married in May of last year to Prince Ernst August of Cumberland, Duke of Brunswick. She holds a commission in the German army, and frequently appears in her uniform at reviews. It is needless to say that these royal ladies do not take on any of the real duties of military life.



FOUR ANXIOUS ROYAL MAIDS OF RUSSIA

The daughters of the Czar and Czarina are all beautiful girls, and with most of the men of their family and acquaintances engaged in the war, they undoubtedly feel keenly its horrors. They are Olga, nineteen years old; Tatjana, seventeen; Marie, fifteen, and Anastasia, thirteen. Court festivities will be entirely dropped during the war, and nearly all the male members of the reigning families are at the front.



GERMANY'S SOLDIER CROWN PRINCE

Frederick William, the eldest son of the Kaiser, and heir apparent to the German throne, went to the front with the first troops started toward France. He is 32 years old, is married to the Duchess Cecelie, of Mecklenburg-Schwerin, and has four sons, the eldest of whom is eight years old. He has a strong character, much resembling that of his father.



A DUCHESS AS A DRAGOON

The Grand Duchess of Mecklenburg-Schwerin is an honorary colonel of the Second Dragoons of Mecklenburg. She is the wife of Frederick IV, Grand Duke of Mecklenburg-Schwerin, who has reigned since 1897.



ENGLAND'S SAILOR PRINCE AT SEA

Albert Frederick, nineteen years old, the second son of King George V of Great Britain, is a lieutenant in the navy and is with the North Sea fleet. Like his brother, the Prince of Wales, he has been strictly reared. Queen Mary quite preserving the Victorian traditions about the bringing up of children.



PRINCE OF WALES WITH
GRENADIERS

Edward Albert, Prince of Wales, 20 years old, has joined the First Grenadier Guards, for active service. In the photograph he is in the uniform of a naval lieutenant.



FIGHTING FOR THE FATHER-
LAND

Prince Adalbert, the third son of the Kaiser, was among the first of the royal family to hurry into active service. He is 30 years old, handsome, unmarried and a sailor.



GRANDDAUGHTER OF QUEEN
VICTORIA

Princess Frederick Charles of Hesse is the daughter of the late Emperor Frederick of Germany and of his wife, Princess Victoria, eldest daughter of Queen Victoria of Great Britain. She is therefore sister of Emperor William and cousin to King George.



The Cost of Living— Who Pays the Advertising Bills

III

By MAURICE SWITZER

EDITOR'S NOTE:—This is the third and last of Mr. Switzer's remarkably interesting and informing articles. He discusses the subject with the authority of a man who has had many years' successful experience in advertising and selling.



EVERY wise merchant knows that it is business suicide to increase his profits by cutting down the quality of his goods. Millions of dollars are spent in the creation of a trademark or brand, and the integrity of that trade name is worth more to its owners than any additional profit he can make by saving a little through the sacrifice of quality. A trade name is a valuable asset—frequently the most valuable asset of the whole business—and the man who would jeopardize that for the sake of expediency must needs be a hopeless fool, and hopeless fools are not the men who direct the destinies of great business enterprises.

The writer is an advertising man, but he has also been a sales manager, and he is therefore entirely familiar with the methods in vogue by large houses who have built up well-known brands or who are engaged in exploiting new ones.

When a concern decides to place a product on the market—something in general use—the first thing it does is to collect as many similar articles as it can lay its hands on. The competitive product is studied; every detail is analyzed: the quality, the cost of manufacture and the selling price to the trade and the ultimate consumer.

The first decision is to make a better article if possible and endeavor to have it reach the consumer at the same price, or at a lower price than is asked for the best similar thing on the market. The manufacturer knows that in these days of competition and a million brands, the retailer will not stock his product unless he has received assurances that the public will demand it. He is also aware that the public will not call for it unless the article is advertised, and the demand, once it is created, will never continue unless the product is better than, or at least as good as, the best thing of the same nature on the market.

After the problem of quality has been solved, the matter of price has to be considered. This is not easily disposed of because of the expense attached to modern business methods. It costs some money to get a market today, and the manufacturer who places a new brand on sale is usually prepared and fully content to shoulder a loss of many thousands of dollars for promotion before he hopes to see daylight. As his sales increase, however, his manufacturing cost goes down and eventually his returns come in. His margin of profit is slight, but his output is large, so in the end he makes more than the smaller concern whose cost of production for the same thing must be greater.

There is a tendency on the part of some dealers and manufacturers to make a boast of their opposition to advertising. The stock argument in all such cases is that they put their money into the goods and not into the magazines, newspapers or posters. They pose as the sole survivors of the altruist in business, and darkly hint at the villainy behind the great enterprise whose single motive is to hoodwink the public.

There are no altruists in business; if they are they don't stay there long. When they have money enough they get out of trade and found philanthropic institutions, and if they haven't enough money they go broke.

Twenty-five or fifty years ago a standard bar of soap sold for five cents. Today the soap-makers are among the largest advertisers, and a standard bar of soap is still five cents. It is better soap today than it was a quarter or a half century ago. Modern chemistry and economic production through the means of ingenious mechanical devices have been responsible for the improvement of quality and the increased output. Advertising has disposed of the surplus, and while the profits are less today, the maker sells infinitely more and so the problems of quality and price are solved.

Some years ago a man bought a Chicago concern that was manufacturing X-ray machines. The inventor was also an excellent salesman and he was sent on a trip through New York State. He managed to sell a machine in every town he visited, but one machine in a town didn't pay expenses; it was a slow process and some means had to be found to increase the business.

The salesman-inventor was the best posted man on the X-ray in the United States, but few people knew it. When he presented his card to the doctor, that individual would generally look at the salesman blankly and then wonder how a Chicago concern had the nerve to try to sell X-ray machines in New York, the center of everything new and worth having.

But the salesman knew his subject and after a while he

was able to command the respect to which his learning and experience entitled him, and eventually he managed to get an order. But it was slow work, so the owner of the business concluded that something would have to be done to facilitate sales.

He knew nothing about advertising, but he realized that it was a great waste of time for a man to be telling who he was and what the article was he was selling, so he proceeded to spend \$10,000 in the medical journals. Then he made a careful list of prospects and bombarded them with

actly what it was before, and the manufacturer was making money.

He was still spending \$10,000 a year for advertising, cashing in on his investment and giving the purchaser a better article at the same price.

Advertising is salesmanship. It is solicitation in print instead of by word of mouth through the medium of the personal representative. More people may be talked to for less money and in a shorter space of time through the channels of modern advertising, than by the old method of individual solicitation. Yet the salesman is not an antiquated institution; he is still an important factor, but his functions are different.

The representative for an advertised product finds it easier to sell his wares than does the salesman for the house that uses no publicity, and so the basic emoluments of the former are usually less than those of the latter. This does not mean, however, that the specialty salesman always makes less money. As his line is easier to sell, his total sales are large, so if his pay is based upon his yearly business, his income may be much larger than the pay of the salesman whose work is harder but whose annual sales are less.

The result of this condition is, however, that the advertiser can "travel" men for less money than can the house which does no advertising. If this is true, it is but another and a strong argument in favor of the advertised product. It proves that the one large item of sales expense alone is lowered by the use of publicity; it is evidence that wherever the advertising has added to the cost of doing business, a proportionate or a greater reduction is found in another direction.

It would be ridiculous to maintain that the fraud and the faker have not invaded the various fields of publicity. But aside from patent nostrums of the cure-all variety most of the "second-story" type of publicity has related to get-rich-quick schemes in which the careless publisher has been the abettor, Uncle Sam the innocent third party, while that portion of the public who are always looking for the best of it have been the "goat." The latter form of publicity has not added anything to the cost of living, but a great deal to the cost of experience.

Patent medicine advertisements are today practically eliminated from all publications except the daily newspaper. The self-respecting publishers of periodicals decline to accept them, not because these advertisements are all frauds, but for the reason that it is too difficult to discriminate between them.

In financial advertising, all decent publications, including the daily, exercise a strict censorship over the business they accept, as a protection to the public, while Uncle Sam has made it a felony to use the mails for untruthful literature.

The high-class periodicals even go further; no advertisement of any nature whatsoever will be accepted by them until its claims have been investigated and found to be truthful.

Advertising has done for scientific production what the telegraph and the telephone have accomplished for society. Banish advertising from the world and the necessities of life would become luxuries within the reach of the rich alone. Advertising is the news of commercial progress and development; without it the metropolitan dailies would either have to suspend publication or charge ten times the price for papers of probably one-tenth their present value.

Look for a nation whose people are not advertisers and you will find a country whose inhabitants are either semi-civilized or savages. Put a ban upon publicity and the quality of commodities would drop like a plummet. It would fall because the manufacturer could reach the consumer only through the medium of the retailer, and to place his product with the retailer would mean a competition of price instead of quality.

Advertising and advertised products need no apologist, for in business as in society it is always the fittest who survive.

Advertising is intensive salesmanship. It is the modern method of scientific, economic distribution, and anything which tends to facilitate distribution—the most serious problem of merchandising—is not and cannot be an extravagance, any more than a machine which costs \$5000, but pays for itself in a year, could be considered a waste.



The competitive product is studied—the decision is to make a better article if possible and have it reach the consumer at the same or a lower price.

a series of letters, following which he sent the salesman over the same ground he had previously covered. This time everybody was glad to see him; he was hailed as a scientist and an authority, and he sold five times as many machines on that trip with a great deal less effort.

The original machine sold for about \$230, and while it did the work it was not an attractive looking apparatus; besides, so few of them were sold and so much expense was attached to their sale that the house was losing money.

When the business increased, however, parts were made interchangeable and in quantities; there was no lost motion in assembling them and the result was that the factory cost went way down. The machine was improved in many respects, plain glass parts were replaced by beveled plate and quarter-sawn oak was substituted for the common, grained variety.

The machine that was by no means attractive to look at became an ornamental piece of furniture that really enhanced the appearance of an office, the price remained ex-



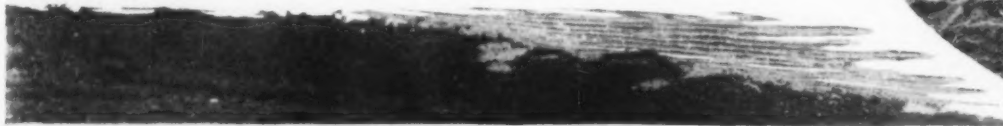
The salesman for an advertised product finds it easier to sell his wares than does the salesman for the house that uses no publicity.

Laughing Around the World

with HOMER CROY

IV. Playing with Sharks in Their Own Back Yard

EDITOR'S NOTE.—From his adventures in Hawaii our humorist sailed across the Pacific to the Mikado's Empire. His next chapter of travel will be entitled "The Curious Things They Do in Japan," and it will be one of his funniest efforts.



CARE-FREE BOYS OF HONOLULU

A line-up of reclining youngsters who find life on the sea-shore a continual delight.



A FEW days after I landed in Honolulu my friend Super asked, "Would you like to go shark hunting?" "Yes," I answered. "Then if you get the bait," said he, "I'll furnish the boat and we'll go tomorrow at ten."

I wondered what kind of bait I was to furnish. I supposed that it would consist of a chicken or a ham and nearly fell over when Super told me that in Hawaii they always hunted shark with a dead horse.

I made a tour of the livery stables and at last found a man who seemed to keep shark bait in stock. "How much do you want for a dead horse?" I asked.

"Fifteen dollars," said the keeper, "for a good one. This one has lots of blood in him. Fifteen dollars is almost nothing for so much blood."



SAILING FAST WITHOUT EFFORT

An outrigger canoe in Hawaii borne along shoreward at great velocity on a huge billow.

"I don't see what difference the blood makes," I came back.

"It makes the sharks come quick," explained the keeper. I paid five dollars of earnest money and the next morning before I was hardly up my telephone bell buzzed. "Your horse is down stairs," said the clerk.

I went down to clear up the mistake, and there was my liveryman with a wide smile. "I got him," he said, "with lots of blood. I guarantee my horses."

I looked out, and saw a poor, clothes-rack of a creature with its head between its knees being held by a *kanaka* with a monster rope.

"Fine horse," beamed the livery stable man. "We got him from a Jap truck gardener. He's worth two ordinary horses—with all his blood."

I couldn't exactly see where all his blood was, but paid the rest of the money while the dealer turned to go, after thrusting the end of the monster rope into my hand. I saw a vacant lot with a telephone post and led my trembling bait to it and moored him, until it was time to go hunting.

Promptly at ten I was at the wharf with my horse, its head just above its knees. "It's got lots of blood," I called out as Super came up.

"Why," gasped Super, throwing out a rope, "it's alive. Shark bait has to be dead."

"Dead?" I said thickly. "What shall we do about it?"

"You'll have to kill it," he said heartlessly.

"But I haven't any way," holding up my empty hand.

"Well, we can't go shark hunting, then," said Super.

There was nothing left to do but search up and down the water front until I found a fisherman who agreed to make our bait. He came out with a murderous looking weapon, and soon the bait was lying with one foot in the wash of the waves, with a red streak down across the sand. One of the crew flung a rope around the bait's neck and turned on the engine. The engine churned the water while the bait's neck seemed to stretch out until the bait got on the water, when the engine calmed down and away we went sputtering up the harbor and out to sea. At length the boat stopped and one of the crew leaned over the side of the boat and stabbed a long knife into the animal's ribs, the red running out like the slow opening of

a fan. The engine began to cluck again and away we slipped, leaving the bait lapping with the tide.

Patiently we hobbled with the waves, a hundred yards from the bait, hour after hour, waiting for the shark to come. The blood had to permeate the water, one of the crew explained, so that a shark could get a whiff of it. Finally up went the boatswain's hand, as he stood by the gun'le, and down came his arm, levelling on a spot just in the opposite direction from where we had been looking. Something that looked like a black hand was slowly weaving through the water, and after a moment we saw that the thumb of the hand was a tail. "It's a grayback," said the boatswain. "Everybody duck!"

We all dropped into the bottom of the tug as though fire had been opened on us, with just the rim of one eye over the edge. The shark did not come straight toward the bait, but went round in great circles, very cautiously, working nearer. Time after time he circled in narrowing rings.

With a tuft of hair flying, and one eye rimmed over the gun'le, we watched the shark. For an hour it made great circles, gradually closing them until it was within a few yards of the horse. Finally it swam by the bait, giving it a tap with its tail, and went scooting down into the water. After a few moments the shark came up again, hanging with its nose to the bait, and, giving its tail another twist, floated up and bumped into the bait with its nose and bounced away. Down it dipped and up again it came on a different side.

Breathlessly we watched. At last the shark's tail gave a flop and forward the creature shot as though from a gun straight at the bait and chug! it went against it. The bait bobbed, and up leaped the boatswain: "We've got him!" The rest of us came up, breathless and excited. Hand over hand we and the crew began to haul in the bait, sixteen of us sweating and tugging, while the shark bit deeper and deeper, afraid that his morsel was slipping from him. Right up to the side of the boat the shark was reeled. As he came up he held back and dragged hard, but there was not the slightest sign of his letting loose.

Out of the cabin the mate came reeling with a harpoon, a murderous barb, with a trigger on it so that when it



A SUN BATH ON THE BEACH

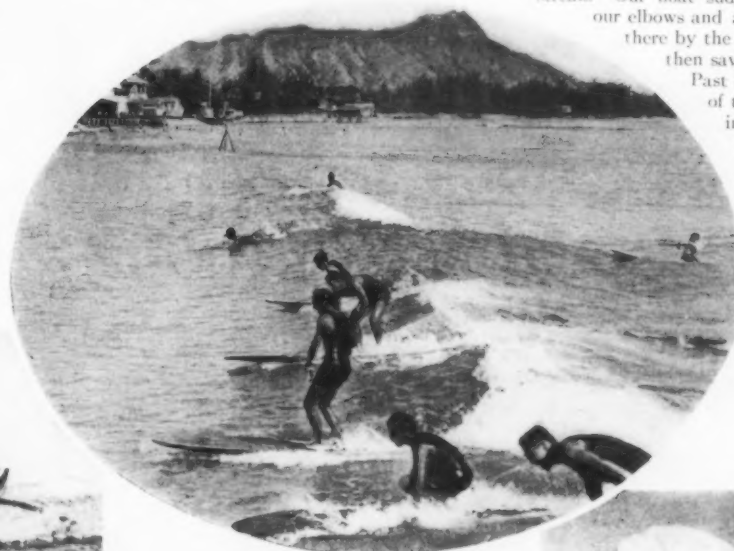
Happy Hawaiian girls lying in the sand and watching the surf-boarders.

goes home a finger flies out of a folded hand. At the edge of the boat the boatswain paused; up went his bared right arm, hairy and tattooed, and he stood poised a moment as if planted on rock. Carefully he seemed to pick his spot on the shark, then his arm snapped and a soft *spud* sounded. Slowly the gray hole closed in, a bubble of red arose and the water leaped white from the churning, while the shark shot forward, dropping the morsel.

Away he twisted and writhed, a white-red dripping streak. Our boat suddenly lurched, piling us back on our elbows and away it went, whipped here and there by the grayback, drifting for a moment, then savagely jerked in the other direction.

Past the bait we went, the whole side of the animal gone, a gaping, sickening wound. Up and down the shark whipped us, sometimes trying to go deeper, but only succeeding in slightly tipping one end of the boat, and, maddened at not being able to sink us, rushing away through the water near the surface. The rushes became shorter and shorter.

"All right, boys," said the mate, and slowly we began hauling the shark alongside, until the bared, tattooed arm snapped again and another harpoon thudded into the milky back. A quiver vi-



GLORIOUS SPORT OF SURF-BOARDING

Group of experts in riding on an "ironing board" coming ashore at express speed on a big wave. This is not so easy as it looks. The amateur in this sport has a strenuous time of it.



FAIR PURVEYORS OF SEA FOOD

Two Hawaiian women drawing in a seine and exulting over their catch. The fish thus caught are eaten raw.

brated along the back, like a snake stiffening, and full alongside the gray, bleeding body was swung. A noose was thrown over its tail and the hardest fighting creature of the deep was lashed to our boat, and again the engine began to cluck, while the tail trailed in the water.

"Why didn't it let loose before it got clear up to us?" we asked the mate.

"When I show you its teeth you'll understand," he answered. "There are seven rows of them, seven rows of razors, three-cornered things with notches on them; when the grayback opens its mouth they stand up like fangs. When it plants them into the bait it can no more let go than a snake can, unless it charges ahead far enough to free its teeth. That was why we reeled in so fast—so the shark couldn't shoot forward and unhook its teeth."

Just as the red sun was rolling into the ocean, we came listing and clucking in. On the scales we weighed the shark and 1650 pounds it made. When we came back a few days later the mate had its jaws cleaned and monster loops they were, jointed in four places, and set with ivory arrowheads. Arrowheads were what the teeth looked like, white as tusks. The jaws went over us easily, like skirt hoops. The teeth we pried out and sent to the jeweler to be mounted for cuff buttons.

I had other adventures in Hawaiian waters. One day some one said, "You're going to try riding a surf-board, aren't you?" I wasn't quite sure what a surf-board was, but I smiled and said enthusiastically, "By all means." I found that surf-boarding is almost an exclusive product with Honolulu. This is by reason of the long low-lying shore lines, bottomed with coral, where the waves come tumbling in for half a mile in a halo of spray.

(Continued on page 213)

Pictorial Digest of the Allied Armies

Great Britain, France, Russia and Belgium are all at war with Germany and Austria. Against their superiority in numbers Germany has her highly organized war machine and her unity of action. On this page are pictures of allied troops. Elsewhere in this issue will be found spirited pictures of German soldiers in action.



FRANCE'S SEASONED SOLDIERS
SOLDATS ACCLIMATÉS
À LA FRANCE.

EINGEWOHNTE SOLDATEN FRANKREICH'S
Owing to her little wars in Africa France has many troops who have seen active service, and these are in the first line of her attack on Germany. This picture was taken in Morocco during actual fighting, and shows the troops in their tropical service uniforms. France is now reported to have nearly 4,000,000 troops under arms, all organized, and can mobilize another million if necessary. The latter are not now organized, and would resemble the volunteers of the United States.



A TRIBUTE TO THEIR DEFENDERS
UN TRIBUT À LEURS DÉFENSEURS

EINE EHRUNG FÜR DIE VERTEIDIGER
English women giving apples to soldiers on their way to the continent to take part in the Belgian campaign. Everywhere the troops were given ovations. Great Britain is organizing volunteers, reports being that 200,000 have already been authorized. These, as soon as mustered in and equipped, will replace regulars on home duty, and the seasoned troops will be rushed to the aid of the French. Many of the British soldiers have seen active service in South Africa or India. While the British army is small it is supposed to be in a high state of efficiency, its staff having profited by the experiences of the Boer war.



FRANCE'S SHARPshooters
TIRAILLEURS
CHASSEURS DE FRANKREICH'S
KANISCHE SCHÜTZER

Little has been heard of Russia's movements since the war began, but she has massed two million men on her frontiers and the invasion of Germany and Austria is expected at any time. Russia moves slowly, but has five and a half millions of men under arms, and can mobilize as many more, at present unorganized.

TWO MILLION RUSSIANS ADVANCE ON GERMANY AND AUSTRIA.
DEUX MILLIONS DE RUSSES AVANÇENT SUR L'ALLEMAGNE ET L'AUTRICHE.
ZWEI MILLIONEN RUSSEN RÜCKEN GEGEN DEUTSCHLAND UND OESTREICH VOR.

Little has been heard of Russia's movements since the war began, but she has massed two million men on her frontiers and the invasion of Germany and Austria is expected at any time. Russia moves slowly, but has five and a half millions of men under arms, and can mobilize as many more, at present unorganized.

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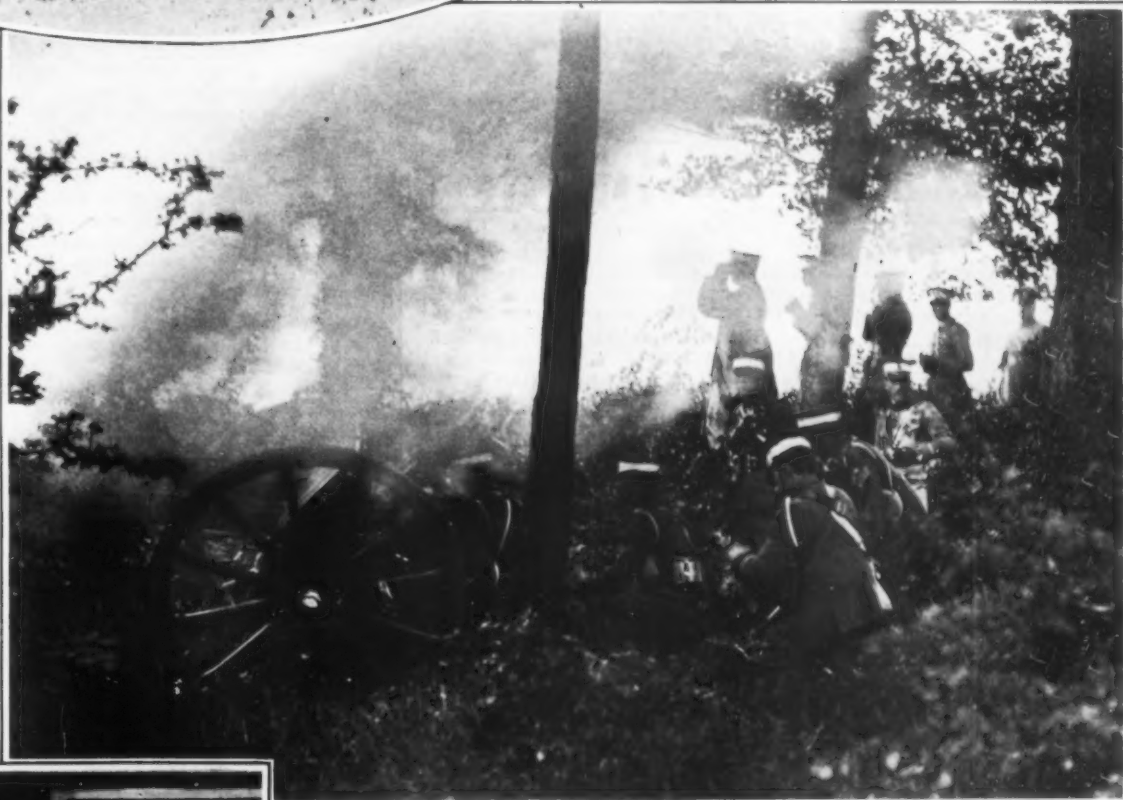


INFLA NEWS
FAREWELL TO WIFE AND
CHILD
ADIEUX AUX FEMMES ET
ENFANTS.
DER ABSCHIED VON WEIB
UND KIND

Photograph taken in Waterloo station, London, of a British blue-jacket bidding farewell to his family, as he hurried to join his ship. Great Britain has 137,500 men and officers at sea, the largest naval force the world has ever seen. She has a force on the China coast numerically stronger than the combined fleets of Germany and Austria in those waters, and a powerful fleet in the Mediterranean, while her cruisers are scattered all over the world. Three of them have been off the North Atlantic coast of the United States since the war began.

ON TO ALSACE!
SUR L'ALSACE!
AUFNACH DEM
ELSASS

Since 1871 when victorious Germany took Alsace and Lorraine from France, it has been the dream of the French people to restore these provinces to the Republic. In Paris is a statue emblematic of Strassburg, the capital of Alsace-Lorraine, which has been draped in mourning since 1871. At the outbreak of the war the mourning emblems were removed and garlands of flowers substituted. French soldiers go to the front with the enthusiasm of crusaders. The photograph shows them in heavy marching order, ready for a hard campaign.



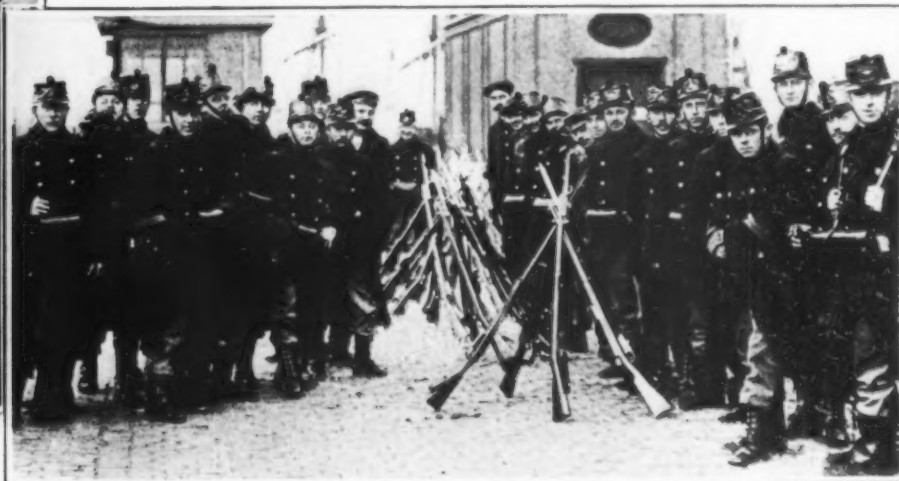
BRITISH ARTILLERY IN ACTION.
ARTILLERIE ANGLAISE EN ACTION. BRITISCHE ARTILLERIE IM GEFECHT

Showing the use of a quick-firing modern field piece by English soldiers. These guns are capable of firing from 20 to 30 shells a minute and have a range of more than four miles. Officers with powerful glasses watch the effect of the shots from points of vantage, and direct the range accordingly. Artillery will play a greater part in this war than in any that has preceded it.



ENGLISH NURSES GOING TO WAR.
INFIRMIERES ANGLAISES ALLANT A LA GUERRE.
ENGLISCHE KRANKEN PFLEGERINNEN IN DEN KRIEG
ZIEHEND

Women have their part to play in war, and the photograph shows English nurses taking the train at Waterloo station, London, on their way to Belgium, where they will follow closely the allied armies. The story of war nurses is as brilliant with heroism as that of the soldiers themselves. Thousands of British women, many of them of distinguished families, are eager to volunteer for this difficult and dangerous service.



BELGIUM'S HEROIC INFANTRY.
HEROIQUE INFANTERIE BELGE. BELGIENS HEROISCHE INFANTERIE

Some of the soldiers who gave German arms their first check in Belgium. Those who thought the little Belgian army an insignificant factor forgot that these soldiers are the descendants of the fighting Walloons and the gallant Flemings, whose names are imperishably written in the history of European wars. Belgium has been the battle ground on which many quarrels of her larger neighbors have been fought out.

Maxwell "25"

The biggest automobile value ever offered for less than \$1,000. Our production of 60,000 cars makes the new price of \$695 fully equipped (with 17 new features) possible.

- | | |
|---|---|
| 1—Pure-stream line body. | 12—Crown fenders with all rivets concealed. |
| 2—Adjustable front seat. | 13—Head lights braced by rod running between lamps. |
| 3—Sims high-tension magneto. | 14—Famous make of anti-skid tires on rear. |
| 4—Three-quarter elliptic rear springs. | 15—Gracefully rounded, double-shell radiator equipped with shock absorbing device. |
| 5—Tire brackets on rear. | 16—Instrument board, carrying speedometer, carburetor adjustment and gasoline filler. |
| 6—Spring tension fan. | 17—Improved steering gear; spark and throttle control on quadrant under steering wheel; electric horn with button mounted on end of quadrant. |
| 7—Kingston carburetor. | |
| 8—Clear Vision Wind Shield. | |
| 9—Foot-rest for accelerator pedal. | |
| 10—Concealed door hinges. | |
| 11—Gasoline tank located under dash cowl. | |

Automobile experts have refused to believe that anyone could produce a full grown five passenger really beautiful fully equipped car—a car with real high tension magneto—a car with sliding gear transmission—left hand drive center control, a car with practically every high priced car feature for less than \$1,000.

Here it is. Here is a real automobile. Here is the easiest car to drive in the world—here is the greatest all around hill climbing car in the world. Here is an automobile to be really proud of.

Holds the Road at 50 Miles an Hour.

See this "Wonder Car" at the Maxwell dealer nearest you. Write at once for the beautiful 1915 Maxwell Catalog

Dept. AH, MAXWELL MOTOR CO., INC., DETROIT, MICH.



\$695

With Electric Self Starter and Electric Lights \$55 Extra

In answering advertisements please mention "Leslie's Weekly"

Swift's Silver-Leaf Brand Pure Lard

The best cook in the world needs good shortening to make good pastry. Housewives of experience have learned that Swift's Silver-Leaf Brand Pure Lard crowns their skill with success every time.

"Swift's Silver-Leaf Recipe Scrap Book" enables you to keep all of your favorite recipe clippings in a bound volume, classified so that you can turn to any one of them instantly. No paste required.

Mailed on receipt of the parchment circle from the top of a pail of Swift's Silver-Leaf Brand Pure Lard and 4c in stamps or coin for postage, or 10c in stamps or coin.

For Delicious Doughnuts:

1 cup sugar
2½ teaspoonsful Swift's Silver-Leaf Brand Pure Lard
3 eggs
1 cup milk
Cream lard and add ½ of sugar. Beat eggs until light, add remaining sugar, combine the two mixtures. Add 3½ cups flour, baking powder, salt and spices and enough more flour to make a dough just stiff enough to roll. Roll, cut out and fry in deep fat (Swift's Silver-Leaf Brand Pure Lard). Drain on brown paper.

Swift & Company

4106 Packers Ave., Chicago, Ill.

\$30 TO \$60 PER WEEK AND YOUR OWN BUSINESS

Start a business of your own with Ten-Pinnet, the new automatic Bowling Alley. Everybody wants to play. More fun than old-fashioned bowling. Healthful! Thrilling! Alleys 40 to 50 feet long. You can set them up in an afternoon. One customer writes: "My two alleys 506 days' total receipts \$3541.76." Little expense. No pin-boys. Only attendant needed is man to take in money. Easy to start—easy to pay—under our plan. Write NOW for easy plan.

THE TEN-PINNET COMPANY, 2 Van Buren St., Indianapolis, Ind.

If you catch a fish like this or any big one you will want to know about our PRIZE FISHING CONTEST

There are \$3,000.00 in prizes (over 200 in all) being given away for the largest fresh and salt water game fish caught during 1914. Before you go on that trip purchase a copy of the current issue of FIELD AND STREAM and see the list of prizes and conditions. It may mean your winning one of these handsome prizes, which range all the way from a \$10 rod to a \$50 shotgun or silver trophy cup.

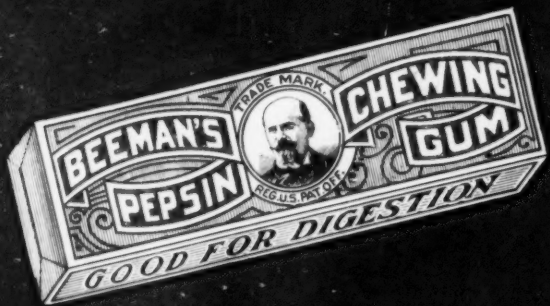
EVERY COPY CONTAINS AN ENTRY BLANK

Your news dealer will supply you, or take advantage of our special Contest offer. Three months' subscription for 25c. Address to New York City.

STORIES OF 1913 WINNERS APPEAR MONTHLY IN

FIELD AND STREAM

FOR SALE EVERYWHERE



THE ORIGINAL PEPSIN GUM

In answering advertisements please mention "Leslie's Weekly"

The Old Fan Says:

By ED A. GOEWEY

Illustrated by "ZIM"



A WOMAN'S MOTOR BOAT WINS A GREAT VICTORY

A smart brush in one of the three races for the motor boat championship of North America and the gold cup of the American Power Boat Association, sailed recently on Lake George, New York. *Baby Speed Demon II*, owned by Mrs. Paula Blackton, won the contest with a total of 20 points for three races; the *Buffalo Enquirer* was second with 26 points, and the cup defender, *Ahke Deep*, was third with 14 points. The course was 30 nautical miles. During one of the races *Baby Reliance V* made the distance at the rate of 50.5 statute miles an hour, a new American record.

WHEN General Sherman made the statement that "war is hell," he put over a rhetorical home run; and though years have elapsed since that remark first was circulated, no one has been able to advance sufficient argument to refute it. And the present frightful struggle in Europe, which is causing chaotic conditions in business and other lines in all parts of the world, has dealt a stunning blow to international athletic and sporting contests.

The yacht race for the America's Cup, an event to which hundreds of thousands throughout the civilized world have been looking forward for more than a year, was the first of the big contests to be postponed indefinitely. An international yacht race attracts more attention in Great Britain than any other event on the calendar of sport, and in the United States it gives precedence in general interest only to the annual world's championship baseball series. Sir Thomas Lipton has built the finest boat that ever was sent here for a yacht race and hundreds of thousands of dollars were spent by local sailing sharps to have three splendid cup defender candidates constructed. With the outbreak of the war the race was postponed and we cannot expect it to be sailed before next summer at the earliest.

In 1915 one of the greatest athletic meets ever held in the United States was to have been staged at the San Francisco Exposition and more than 700 men of brawn representing foreign nations had promised to participate. The war has put a decided crimp in this program. It is estimated that fully three-fourths of the athletes who contemplated coming here are now bearing arms for their various countries, and even if the monumental struggle is short, those prospective contestants who pass through it unharmed, will be in anything but proper condition to come here and do their best. Besides, few countries now engaged in the war, will care to finance the great expense of sending teams here on top of the debts they are piling up daily.

The third great event to be sorely harmed by the war is the Olympic meet, scheduled to take place in Berlin in 1916. That it will not be held there, no matter how soon the struggle may end, and irrespective of how Germany fares, is now a foregone conclusion. Even supposing the war be but of brief duration and the Germans' care to hold the games, 1916 will not see the friendly feeling between the nations of Europe sufficiently restored to cause them to send teams of athletes to Berlin. There is but one chance of holding the meet on time and that is, providing the fighting is terminated quickly, for another nation, and one now neutral, to be selected to have the Olympiad within its borders. Already steps are being taken to make such a change, and Switzerland, the favored candidate of the American athletes,

and the place often spoken of as the most desirable as a permanent site for the contests, probably will be chosen.

Ours the Better Way

In foreign clime
This is the time
When folks are "raising Ned."
And day by day
The papers say:
"Ten thousand more are dead."
But in this land
On every hand
Are battles without gore,
And each brave deed
We long to read
Goes with a baseball score.



He certainly enjoys his shower.

Regarding the "Two Sport" Rule

Dr. J. P. Houston, of Chicago, Dartmouth '84, recently sent the writer a chatty little letter on athletics in which he incorporated the following most sensible points relative to the article on the "two-sport rule" which appeared in these columns: "Consider the fact that under the wide open rule of as many sports as a man could engage in to the advantage of his college, a number of young men have cut short their lives because for four years they were in training the whole year. Professional athletes can not last without periods of rest and I personally know of several young men who have died or are physical wrecks at thirty-five all because for the glory of Alma Mater they took part in all the sports possible and were never allowed to take the necessary rest. The case of Snow, of Michigan, is one in point. In justice to the men and to their friends the colleges should consider the welfare of the men at least as much as the glory of winning. It is a big price to pay for athletic supremacy if it costs the future of the men who engage in the sports. Many of the college athletes are men of exceptional mental capacity and there is need of them in the world. Can any one think of any better plan to conserve this resource to society than the 'two-sport' rule? The college man is never a good judge of how much he should do in athletics and he should be carefully guarded against ruining his future, even if by doing so his college may win on the gridiron or cinder path. I am an enthusiastic college man and follow the sports closely but I deplore the attitude of many of the athletic directors in their efforts to win at any cost or perhaps without counting the cost. For a young man to win his letter in four sports in a single year has in it too much of danger to his health to make it a good investment for his college."



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In the World of Womankind

By FRANCES FREAR

EDITOR'S NOTE:—This department is devoted to the interests of women. It aims to deal with vital problems in a wholesome and helpful way, and invites the co-operation of its readers. Inquiries will be answered by Mrs. Frear, either through the columns of the paper, or by letter. In case an answer is wanted by mail, a stamp for postage should be enclosed, and all communications should bear the name and address of the writer. Address Frances Frear, care LESLIE'S WEEKLY, 225 Fifth Avenue, New York City.

Should We Let the Baby Cry? **S**HOULD we let the baby cry? Man is the only animal that believes in permitting its tender offspring to cry. A kitten, a dog, or even a pig, will hasten to nestle one of its young the moment the latter utters a sound of distress. A hen will hasten to gather its distressed chickens under its wings. But the latest mandate of the skilled physician to the mother of the newborn infant is to "Let her cry. It is good for her lungs. She needs the exercise. Don't take her up or you will get her in the habit of being coddled and she will have to be carried day and night." This is what the doctor says and many a helpless little one, a few days or barely a few weeks old, is permitted to sob itself to sleep or to cry until exhaustion brings it the repose that Nature, defying both doctor and parent, kindly offers. Many a thinking mother



THE DISABLED SOLDIER'S FRIEND.

Mrs. Whitelaw Reid, widow of the late American Ambassador to Great Britain, who after the outbreak of the great European War offered to defray the expenses of 12 Red Cross nurses for Great Britain for a month and who also sent \$1000 to the British Red Cross.

disagrees with the advice of the physician on this subject.

A baby cries not because it wants to cry but because something makes it cry, either hunger, too much warmth or cold, an uncomfortable position or something that would make a grown-up person complain. The adult can help himself, but the baby's only warning can be given by a cry. If this be the case, then the crying baby should be taken up and soothed. We know that babies cry when they need sustenance and when they suffer pain, but no one has ever proved that an infant cries simply to attract attention and to be carried. The chances are, therefore, in favor of the proposition that when a baby cries it is for good reason.

This applies, of course, only to the period in life when an infant is unable to indicate its special needs. This period is not long because many children little over twelve months old are able to indicate both pleasure and pain. If this is correct then the crying baby should not be left to cry but should be taken up and cared for with all a mother's tenderness. What if it must be carried night after night? So others who are on the sick or invalid list must have constant attention.

If the baby is of such tender years that it cannot indicate its needs, it is too young to cry simply for the purpose of being attended. Its reasoning faculties have not reached that stage of development. The doctors have a theory of their own, and undoubtedly they are supported by the nurses, because as the doctor believes, the nurse must believe or lose her standing. We have heard of a mother who permitted the doctor to have his way with a crying child until the little one did irreparable injury to her constitution in the tenderest years of her life. Physicians constantly protest against over-exertion on the part of children and even of adults, yet they permit a child a few weeks old to continue the most violent of all exertions, a fit of crying putting a strain on all its vital organs and all its fragile blood vessels. The heart of the mother is wrung because of the doctor's injunction to refrain from picking up her crying baby. The mother's heart yearns to gather the helpless little one to her bosom. Yet the physician's advice to the mother

is to exercise great care not to become excited because of the effect upon her nursing child. What can be more harmful to the mother and to the child, in this connection, than to put the former under the strain of anxiety over her little one's distress? What do the mothers of big families answer to the inquiry, "Shall we let the baby cry?" What has been their experience?

The Girl and the Young Man

NO girl who respects herself will accept from a young man attentions which she knows he is not able to give. When a young man on a \$15 a week salary splurges around on a \$15 a day basis, something is wrong, and the girl who allows such a young man to spend money for her entertainment is indirectly a party to the wrongdoing of which he may be guilty. A case in point is a young man, only eighteen years old, who has been brought back from Toronto to New York charged with the theft of \$4,000 worth of jewelry. His first stealing, he confessed, was to "make a front" with a girl at a dancing contest. He took a pin and a ring from his employer expecting to return them. He never did return them, and this first theft, made in order to shine with a "little beauty" at a dancing contest, led to many other thefts for himself and others. No one would be foolish enough to seek to excuse a young man for stealing in order that he might make a dashing appearance in a tango. The less obvious moral we would draw from the incident is that a girl is not using her influence as she should when she countenances or encourages extravagance in a young man.

Foolish girls are often willing to let a young man show them a good time without bothering as to how or where he gets the money to do it, but how will the young girl of this incident feel to have it said she was the associate of a convict, and to know that indirectly, at least, she helped him along in his downfall? Better never to have entered the dancing contest under such conditions. A girl who doesn't like to receive attentions would not be true to her sex. But she is not alive to her opportunities for usefulness unless she knows something about the young man who lavishes these attentions upon her and the way he gets his money.



FLOATING SUMMER HOME FOR TIRED GIRLS.

The Young Women's Christian Association of New York has conducted a vacation houseboat with great success during the summer. The boat *Annex* was given to the Association by Mrs. Robert Black, and was anchored off Port Washington, Long Island. Members of the Association who needed its accommodations were able to spend very delightful vacations there at a minimum expense. The success of the experiment commends it to those who wish to do practical things for the benefit of working women.

Books Worth While

THE EFFICIENT MAN, by Thomas D. West. (The Gardner Printing Co., Cleveland, Ohio, \$1.50 postpaid.) A book containing much homely and sensible advice upon efficiency in business.

SUNSHINE JANE, by Anne Warner. (Little, Brown & Co., Boston, \$1.00 net.) An amusing little story showing how the "sunshine" treatment smooths out the rough places of life.

FROM AN ISLAND OUTPOST, by Mary E. Waller. (Little, Brown & Co., Boston, \$1.25 net.) Not an autobiography, but extracts from journals and note books in which Miss Waller sets forth her unique views of life as it has been influenced by literature and travel experiences.

THE RED EMERALD, by John Reed Scott. (J. B. Lippincott Co., Philadelphia, \$1.25 net.) A story of present day social life with scenes laid in Washington and Virginia.

MERRILL DAWES, by Frank H. Spearman. (Charles Scribner's Sons, New York, \$1.35 net.) A thrilling and well-told tale of love and high finance, in which love wins, though a fortune is lost.

HERE ARE LADIES, by James Stephens. (The McMillan Co., New York, \$1.25 net.) Sketches of Irish types, in which the author has revealed no little humor and knowledge of human nature.



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One discovers that coffee drinking is often the cause of needless ills and aches.

It has been the experience of thousands, that headache, sleeplessness, indigestion, heart disturbance, biliousness and numerous other symptoms of disease vanish when one quits coffee with its drug, *caffeine*, and uses a pure food-drink such as

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"Command of the Sea"

(Continued from page 198)

First Fleet over the German High Sea English fleets have a gun fire more than Fleet is 92 per cent.; over the entire double the German total. This advantage German force, 14 per cent. The combined is almost overwhelming.

Tables of Relative Sea Strength

Germany	Ships	Tons	Guns	Broadside	Average Broadside per Ship	Pounds per Shot
High Sea	24	453,690	174	144,026	18,904	6,001
Reserves	24	346,587	128	98,408	14,441	4,100
Total	48	800,277	302	242,434	16,672	5,051
Britain						
First Fleet	33	669,250	275	276,480	20,280	8,378
Reserves	55	847,800	224	215,380	15,415	3,916
Total	88	1,517,050	499	491,860	17,240	5,589
British Preponderance Per Cent	83	90	66	103	3 1/2	11

British Ships (First Fleet)	Tons	Speed	Guns	Broadside
Iron Duke, Marlborough	25,000	22	10-13.5"	14,000
King George V, Ajax, Audacious, Centurion	23,000	21	10-13.5"	12,500
Conqueror, Monarch, Orion, Thunderer	22,500	21	10-13.5"	12,500
Colossus, Hercules, Neptune	20,000	21	10-12"	8,500
Collingwood, Vanguard, St. Vincent	19,250	21	10-12"	6,800
Bellerophon, Superb, Temeraire, Dreadnought	18,600	21	10-12"	6,800
Agamemnon	16,500	18.7	4-12", 10-9.2"	5,300
King Edward VII, Africa, Commonwealth, Dominion, Hibernia, Hindustan, Britannia, Zealandia	16,350	18.5	4-12", 4-9.2"	4,160
Lion, Princess Royal, Queen Mary	26,350	30	8-13.5"	10,000
New Zealand	18,800	27	8-12"	6,800
Shannon	14,600	22.6	4-9.2", 10-7.5"	2,520
Achilles, Natal, Cochrane	13,660	23.3	6-9.2", 4-7.5"	1,920
Antrim, Agyl, Devonshire, Rosburgh	10,850	23	4-7.5"	600
British Reserves				
Tiger	30,000	30	8-13.5"	11,200*
Erin	27,500	22	14-12"	11,900
Bombay Delhi	26,500	22	10-13.5"	14,000
Queen Elizabeth, Warspite	27,500	25	8-15"	15,600
Emperor of India	25,750	22	8-15"	15,600
Lord Nelson	16,500	18.7	4-12", 10-9.2"	5,300
Queen, Prince of Wales, London, Implacable, Bulwark, Irresistible, Formidable, Venerable	15,000	18	4-12"	3,400
Albemarle, Duncan, Cornwallis, Exmouth, Russell	14,000	18.7	4-11"	3,400
Athlon, Canopus, Glory, Goliath, Ocean, Vengeance	12,950	18	4-12"	3,400
Majestic, Caesar, Magnificent, Mars, Hannibal, Jupiter, Prince George, Illustrious, Victorious	14,900	17.5	4-12"	3,400
Carnarvon	10,850	23	4-7.5"	600
Drake, Good Hope, Leviathan, King Alfred	14,100	23.5	2-9.2"	760
Aboukir, Suley, Bacchante, Hogue, Cressy, Eurymachus	12,000	21	2-9.2"	760

German High Sea Fleet

Koenig Albert, Kaiserin, Friedrich der Grosse, Kaiser, Prinz Regent Luitpold	24,310	21	10-12.2"	9,810
Heiligland, Ostfriesland, Thuringen, Oldenburg	22,440	20.5	12-12.2"	7,848
Nassau, Rheinland, Posen, Westfalen	18,600	20	12-11"	6,080
Selditz, Moltke	22,640	28	10-11"	7,600
Von der Tann	18,700	27	8-11"	6,080

German Reserves

Koenig, Markgraf, Grosse Kurfuurst	27,000	21	10-14"	15,000*
Luetzow, Derfflinger	28,000	29	10-12.2"	9,810*
Elsass, Lothringen, Braunschweig, Hessen, Preussen, Deutschland, Pommern, Schleswig Holstein, Hannover, Schlesien	13,000	18.5	4-11"	2,248
Wettin, Mecklenburg, Wittenberg, Schwaben, Zuehringen	11,611	18	4-9.4"	1,896
Kaiser Barbarossa, Kaiser Friedrich III, Kaiser Karl der Grosse, Kaiser Wilhelm I	11,000	18	4-9.4"	1,896

Bluecher	14,760	25	12-8.2"	2,496
Roon, Yorck	9,348	21	4-8.2"	1,248
Prinz Adalbert, Friedrich Karl, Prinz Heinrich	8,901	20	4-8.2"	1,248
Fuerst Bismarck	8,759	20.5	2-9.4"	948
	10,482	18.7	4-9.4"	1,896

* Dreadnought Cruisers. † Dreadnoughts.

France Stakes Her Fate on Artillery

(Continued from page 200)

betray it to opposing artillery. Then a battery officer climbs to the hill top, gages the position of the enemy and signals a first shot at a certain range. If, with his field glasses, he sees it fall true, firing is continued for a short period. Next, before enemy's guns locate the battery, it is raced off to a new position. In mass firing, aeroplanes locate the enemy and signal his position. According to those intimately acquainted with these guns, no body of men once sighted at even a distance of five or six miles is safe from annihilation.

The heavy losses in the Balkan war, where older types of these guns were in action against Turks employing German guns and gunners, were caused by French guns.

The faith of the French in their artillery is shown by the high value set on it, the jealous guarding of the secret of its manufacture, the number in use and by the large sums of money spent during peace times in artillery practice at the Camp de Chalons and elsewhere. According to reports issued for foreign consumption France has on initial mobilization but 80,000 artillerymen and 3000 field guns, and Germany 5000 field guns and 100,000 artillerymen located on French and Russian frontiers. But there is little doubt that

France has now double this number of men and guns in the field.

The French take four guns as a firing unit and assign all ammunition which should be available upon entry into action, whereas the Germans count six guns as a firing unit and take only so much ammunition as is needed for immediate service. With nearly 400 men to a battery, the Germans use more than half merely for the ammunition service. Each French army corps (32,000 infantry) has in peace times 24 batteries in groups of three batteries each. Six batteries fight with each division (16,000 infantry), while the remaining 12 are normally under the orders of the corps commander, though in this war the artillery frequently may be massed and the infantry made subject to its orders.

This war will see the greatest collection of guns yet assembled in battle, inflicting a loss to stagger the imagination. Already their havoc has been seen at Liège and elsewhere, and these were not battles but skirmishes. At Mukden, in the Russo-Japanese war, 3000 guns were used and the casualties were 160,000. At Port Arthur, where artillery was the principal weapon, the defenders had 34 per cent. casualties and the assailants 42.6 per cent.

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European War Through German-American Eyes

(Continued from page 199)

had a plight as ever came to the lot of any great nation.

It is, however, not so much with the alleged news printed in American papers that the German-American takes issue. He knows that in this war of wars Germany is practically isolated, and that all the news available must, by the very nature of things, come through channels controlled by Germany's enemies. So he discounts these reports, and takes consolation from the fact that even the consoling reports of battles and skirmishes lost by the Germans show that German armies are fighting in France, Belgium and Russia, which to him does not exactly look as if they were being defeated. What makes him blue more than anything is the evident glee in the wording of the war news, and the editorial comments, which with a few notable exceptions all seem to breathe animosity, often positive hatred, of Germany and more especially of the Kaiser.

To the German-American the Kaiser appears as the man who for twenty-six years has worked and striven for the maintenance of peace throughout the world more than any other human being; who had hoped to die in peace; who did his utmost to prevent this war, the most awful calamity since human beings are on this earth; who, when he clearly saw that to wait another moment meant certain destruction, perhaps annihilation to Germany, bravely drew his sword with hands that are as clean as can be, and who now is fighting in honor against by far the greater part of Europe.

To the German-American the war situation of the Fatherland looks very, very serious, but not by any means as desperate as it appears to the American, who, reading all these war stories of German defeats, believes that Germany has not a ghost of a chance to win. On the contrary, we German-Americans have the audacity to believe that the final outcome

of this gigantic struggle will show that her brave defenders have been victorious over such odds as scarcely ever before have been overcome even on a much smaller scale.

We are inclined to believe every bit of news favorable to Germany filtering through, although London or Paris may deny its truth. We know that the French in 1870 and 1871 proved to be experts at inventing victories, Paris believing for days after Sedan had fallen and Napoleon III was a prisoner of war at Wilhelmshöhe that French arms were victorious, that the French had invaded Germany and were almost about to take Berlin. We feel that the story of German torpedo boats sinking four British dreadnoughts in the very waterway to Hull, thereby losing several torpedo boats, is quite likely to be true, although denied by the British Admiralty. We reason that Great Britain cannot afford to let the world know that her supposedly invincible navy has met with such a reverse, right after the sinking of the *Amphion*, when the only German loss at that time, so far as known, was the little Hamburg-American steamer *Koenigin Luise* which had laid the mine that sank the *Amphion*.

The most important engagement on land at the time of this writing appears to have been the taking of the splendidly fortified city of Liege by the Germans. The defense was very stubborn, the Belgians according to some reports being aided by French officers and gunners.

The French invasion of Alsacia has met with a complete repulse after the occupation of the unimportant and unfortified town of Mülhausen which is again evacuated. Little is known of the disposition of the German forces on the French border, and there apparently has been nothing but skirmishing, although the fact that the French government will not publish casualties of the French may hide a defeat of magnitude already suffered.

Wading Through War to World Empire

(Continued from page 200)

will have the alternative of surrender or annihilation, unless they should be able to successfully withdraw from Alsace and retire behind their own fortification at Belfort. It is possible that General Joffre has in view a flank attack on the Germans, in which event he will rush reinforcements to Alsace, which may then become the battleground of the first great land fight under modern conditions.

The situation in Belgium is as confusing as it is in Alsace. After the first battle the Kaiser's troops succeeded in passing between the forts and entering Liege, though the fortifications had not been reduced. The Belgians claim that their defenses are still intact and capable of inflicting damage upon the enemy. In the meanwhile, Great Britain had landed a force of 20,000 men in Belgian territory, which, united with French troops that had been already sent to reinforce the Belgians, present a formidable army to face the invaders. It is, therefore, possible, that this historic soil may also be the battleground of one of the first important engagements in the present war. This, if won by the

Germans, will give them the line of least resistance to invade France.

Unsatisfactory as are the reports of these movements they show clearly enough that Germany's plans are for an offensive campaign by land, while the little information obtainable of her naval movements makes it more than probable that her activities on sea will be defensive.

In Germany's apparent weakness on the water lies, to a certain extent, her innate strength; for with her battleships safely anchored under the guns of fortifications and her harbors mined, she is safe from attack, either by ships-of-the-line, torpedo boats or submarines. On the other hand, the enemy, lying in the open, is exposed to attack by night, and even by day during foggy or thick weather. And only those who have been through such an ordeal can fully realize how even the bravest of crews become completely demoralized from the nervous strain of eternal vigilance.

Experts claim that the moral effect of an anticipated torpedo attack is more demoralizing to a ship's crew than the torpedo itself; and when to this is added the unknown power of destruction of the submarine boat, which now operates in the broad daylight, and the floating contact mines, which the Germans have sown broadcast over the waters of the North Sea, it is safe to assume that life on board even one of England's great dreadnoughts is anything but a summer idyl.

Another method of attack, but one of which little has been said or written, lies hidden under the ramparts of Heligoland, Germany's Gibraltar in the North Sea. The secrets of Heligoland are known only to the Kaiser and the German General Staff. There are the war Zeppelins, each with six quick-firing guns, and crews of twenty-five men, and carrying twelve tons of high explosive. It was not so long ago that one of these Zeppelins, on a trial trip, struck terror into hearts of Englishmen, when she sailed from Heligoland, crossed the North Sea, hovered over the city of London at a height of 8,000 feet and returned again to her nest without a mishap.

It is possible that these sky-craft, still an unknown quantity in warfare, may revolutionize naval and military science. It is not difficult to picture the dismay in London if a fleet of war Zeppelins should some day appear over the city, ready to fight other air craft and to drop bombs, filled with a new explosive (also a German secret) that possesses a greater power than dynamite.

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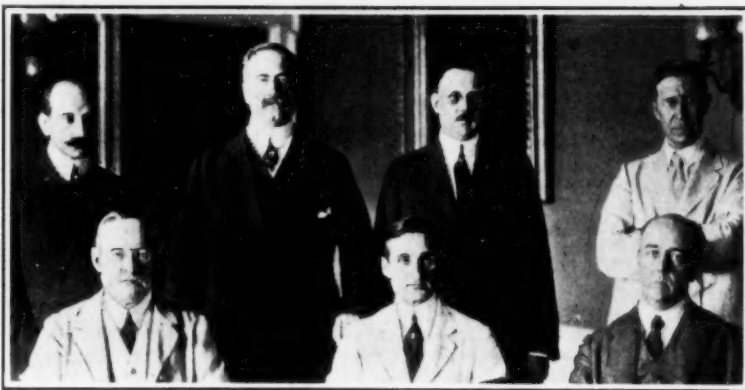
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MEN WHO WILL CONTROL THE NATION'S CURRENCY SYSTEM

Group photo of the members of the new Federal Reserve Board who recently took the oath of office. Left to right: front row—Charles S. Hamlin of Boston, former Assistant Secretary of the Treasury; William G. McAdoo, Secretary of the Treasury; Frederic A. Delano of Chicago. Second row—Paul M. Warburg of New York; John S. Williams, Comptroller of the Currency; W. P. G. Harding of Birmingham, Alabama, and Adolph C. Miller of San Francisco. On this Board rests the chief responsibility for the efficient operation of our new national banking and currency system, the testing of which will be intently watched by all financiers. Mr. Hamlin has been designated as governor of the Board and Mr. Delano as vice-governor. Secretary McAdoo and Comptroller Williams are members *ex officio*. The other five men were nominated by the President and confirmed by the Senate.

Jasper's Hints to Money-Makers

NOTICE.—Subscribers to **LESLIE'S WEEKLY** at the home office, 225 Fifth Avenue, New York, at the full cash subscription rates, namely, five dollars per annum, are placed on what is known as "Jasper's Preferred List," entitling them to the early delivery of their papers and to answers in this column to inquiries on financial questions having relevancy to Wall Street, and, in emergencies, to answer by mail or telegraph. Preferred subscribers must remit directly to the office of **LESLIE-JUDGE COMPANY**, in New York, and not through any subscription agency. No additional charge is made for answering questions, and all communications are treated confidentially. A two-cent postage stamp should always be inclosed, as sometimes a personal reply is necessary. All inquiries should be addressed to "Jasper," Financial Editor, **LESLIE'S WEEKLY**, 225 Fifth Ave., New York.

DETROIT, I believe, had the first stock exchange in the world to open after the outbreak of the European War. Its exchange deals of course in local securities, but it is significant that on the reopening day the prices ranged at an average of less than half a point below the closing quotations of July 30th, the last day of business.

The New York Stock Exchange is still closed, but cash trades under restrictions have been authorized for the purpose of clearing up outstanding accounts, to strengthen the situation and to offer a method by which those who were compelled to liquidate could do so. The transactions are private and the public is not advised regarding them. The New York Stock Exchange has permitted this and the matter is in charge of a committee of five.

This is the first step, but a very short one, to resuming operations. If it proves successful other steps should be taken as soon as financial conditions will warrant them. The reopening of the New York Stock Exchange would be accepted as an evidence of returning prosperity and would give a new impetus to business throughout the country.

Next to the question, "When will the stock market resume operations?" comes the inquiry, "What will stocks do on the reopening?" This must be a matter of speculation. When the Stock Exchange closed in 1873 the general belief was that prices would advance on the reopening. On the contrary they declined, though the market afterwards showed an upward tendency.

After a close observation of Wall Street methods for over a quarter of a century my judgment is that the same rules will govern the movement of stocks, when the Exchange reopens, that have always governed the operations of speculation and investment: securities which are benefited by the war will rise, while those that suffer injury will fall.

The sudden demand for sugar will no doubt largely benefit the sugar stocks; shares of corporations engaged in the manufacture of woollens, cotton and hosiery, and any others that will be stimulated by the serious embargo on competing foreign goods, may be expected to show increased earnings and their shares a corresponding rise.

The process of adjusting ourselves to the extraordinary conditions resulting from the great struggle among the first class powers of Europe goes on slowly but surely. The ablest bankers and business men are earnestly cooperating with the administration in this patriotic work. Partisanship has been forgotten as it should always be in considering financial and economic problems.

We have escaped a panic and we are headed for better things, but I still believe

that the first decisive indications of returning prosperity will not be noticeable until the popular verdict has been rendered at the polls at the fall election.

The motto of my good friend General T. L. Watson, "safety first," should be the motto of every doubting person. We want to make haste to recover lost ground but it is well always to make haste slowly.

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You can enroll me, without expense, as a member of The Security Holders' Protective Association, organized for joint protection against unjust, unwise and unnecessary legislation.

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N. B.—Extra copies of this blank coupon will be sent to any reader who desires to use them.

McC., Connellsville, Pa.: The stock of the Dreadnaught Tire & Rubber Company is regarded rather as a business man's speculation than as a permanent investment as the business is highly competitive. The company has no bonded indebtedness.

Div., Denver: The American Tobacco Company paid its 5% quarterly dividend on the common in scrip due in one year with interest at 6%. President Hill explained that the needs of the company for ready money, for the purchase of leaf tobacco, rendered it desirable to conserve its cash. This seems very reasonable.

S., Coalburg, W. Va.: The value of the Great Northern Ore Certificates is problematical. They were in great demand at one time because of the widespread belief that iron ore supplies were approaching depletion. This opinion is no longer held. The reports of the company are not complete, and the security is speculative, with possibilities to the patient holder.

B., Washington: With \$1000 to invest on the opening of the stock market you would find greatest safety in buying such stocks as Atchison preferred, U. P. preferred, St. Paul preferred and American Tobacco preferred. The returns will depend upon the prices at which they sell. Atchison preferred pays 5% on par, B. & O. 4%, U. P. 4%, and Tobacco preferred 5%.

Steel, Dallas, Texas: 1. Steel common, during the panic of 1907, dropped to less than half the price to which it declined before the recent close of the exchange. I do not see how dividends can be maintained under existing conditions. 2. Standard Oil subsidiaries and all the independent oil companies that have a large export business must suffer a shrinkage in earnings while the war embargo lasts. 3. The settlement of the New Haven suit is believed to mark the low price for the stock.

W., Farnham, N. Y.: I see no reason why you should not hold your U. S. Steel Preferred and Common, Crucible Steel, B. R. T. Southern Pacific and Missouri Pacific. Properly handled the war should develop enormously our industrial advantages. We must establish our shipping and back it with credit. If Great Britain establishes her supremacy on the seas after a naval combat with Germany, or if Germany establishes her supremacy, the highways of the ocean will be open again to commerce. An industrial revival

(Continued on page 213)

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To the first customer in each locality we will give a two years course of piano instruction free. Ask about our free piano and our method of saving you money. Write today.

F. O. Evans Piano Co.
Dept. 15 Chicago

In answering advertisements please mention "Leslie's Weekly"

Jasper's Hints to Money-Makers

(Continued from page 212)

would help the steel stocks. They would have been immeasurably helped if the railroads had been granted a fair increase in rates. B. R. T. is in a growing territory, but has a heavy bonded indebtedness. Southern Pacific must stand the test of the Panama Canal's competition. Missouri Pacific has an excellent management and is a great property. If it were assured of reasonable treatment by administrative authorities it could work out its salvation.

H., Rocky Mt., N. C.: The European War has advanced the price of sugar. This ought to help the sugar stocks.

H., Kiowa, Okla.: Building and loan associations offer excellent opportunities for small savings when they are carefully and efficiently conducted, but not otherwise.

Oil Stocks, St. Paul, Minn.: 1. The reduction in the dividends on Buckeye Pipe Line and Crescent Pipe might have been expected in view of unsettled business conditions. 2. The danger to the chemical stocks from the suspension of potash shipments from Germany has been exaggerated. Fertilizers can be made without potash.

L., Elmira, N. Y.: 1. William H. Cooper, head of the bankrupt New York Central Realty Company, was convicted of using the mails to defraud investors of \$470,000 and was sentenced to the penitentiary for three years. 2. The Rio Grande will pay the September interest on the Western Pacific bonds and will then submit a plan for the readjustment of the latter's finances. The bonds are therefore not a purchase.

Low Records, Austin, Tex.: 1. The low record of New York Central on July 30th was 77. The lowest record in 1913 was 90. 2. Pennsylvania dropped to 105% July 30th, which was also about the lowest record of 1913. 3. Texas & Pacific for the past fiscal year showed a surplus of nearly \$400,000 against a deficit of almost twice that amount in 1913. It made the most favorable showing of any of the South-western roads.

Bonds, Portland, Me.: The M. K. & T. Refunding 4's are secured by first mortgage on several important terminals, including that at Kansas City, and by a mortgage equipment pledge. They are also secured by a lien following first mortgage bonds on 500 miles of road. The company must do considerable financing next May to take care of \$19,000,000 of notes then due. If it can get over this trouble its securities will be much better regarded.

U., Newville, Pa.: 1. On Thursday, July 30th, the closing quotations were as follows: Central Leather, 28; Reading, 140; U. S. Steel, 51. 2. The date of the opening of the New York Stock Exchange will depend on the outcome of the war. This may last longer than many anticipate. It would not be surprising if some method, under proper restrictions of trading, might be found before the London exchange resumes. But there will be no open market now on which foreigners can unload and deplete our gold reserve. 3. Well-selected dividend payers would be the safest to buy on the opening.

New York, August 20, 1914.

JASPER.

SPECIAL CIRCULARS OF INFORMATION

Readers who are interested in informing themselves regarding the stock exchange, its methods and controlling influences, and who desire to secure booklets, circulars of information, daily and weekly market letters and information in reference to particular investments in stock, bonds or mortgages, should scrutinize the announcements by advertisers on the financial pages, offering to send, without charge, information compiled with care and often at much expense. Readers should feel free to send a letter or a postal card for any information they may desire from the following sources:

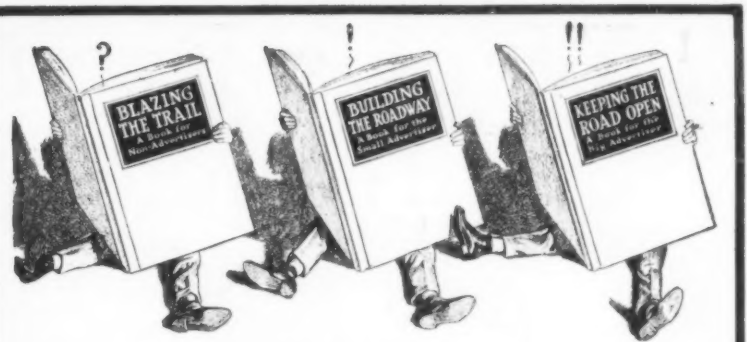
Wide-awake brokers are already preparing lists of stocks which should be held by the European war. Write to John Muir & Co., specialists in Odd Lots, members of the New York Stock Exchange, 74 Broadway, New York, for their Special List 44. A very instructive compilation of copper share statistics just issued by Thompson, Towle & Co., 14 Wall Street, gives production, estimated earnings and dividends of important copper mines of United States, Mexico and Canada. Write them for a copy.

The Investors' Guide of 260 pages and Circular B 67, explaining the advantage of buying high-grade dividend-paying securities and Standard Oil stocks on a partial payment plan, can be had without charge by writing to L. R. Latrobe & Co., 111 Broadway, New York.

Six per cent. guaranteed First Mortgage and Real Estate Certificates in denominations of \$100 to \$5,000 exempt from income tax are recommended by the Salt Lake Security Trust Co., 32 Main Street, Salt Lake City, Utah. Write them for full particulars.

Timber land bonds are not affected by war conditions and if well selected, increase in value. An educational and descriptive booklet on timber bonds, recommended to conservative investors, has been compiled by George H. Burr & Co., 14 Wall Street, New York. Write for their booklet D 1.

Bond houses in lieu of stock exchange securities are recommending the purchase of well-secured real estate bonds, because they are less likely to be affected by financial disturbances than any other form of security. S. W. Strauss & Co., mortgage and bond bankers, Strauss Bldg., Chicago, and 1 Wall Street, New York, have for many years been selling 6 per cent. first mortgage bonds in denominations of \$500 and upwards. Write them for their circular No. 557 H.



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Check "A" on coupon if you're a non-advertiser, "B" if you are spending \$25,000 or less on advertising, "C" if you are spending more. One book, whichever fits your needs, will be sent free. If you want more than one, send 25 cents for each additional copy.

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Name.....

Address.....

Town and State.....

Know this coupon to your business letterhead, signing your name and official position, and mail to above address.

Laughing Around the World

(Continued from page 203)

Super and I hurried to Waikiki Beach, where he was a member of the Outrigger Club. A member of the Club said, "Do you fellows want a ride in an outrigger?" He ran out on the beach the funniest looking craft I ever saw. It looked like a canoe with a third rail. It was narrower and longer than a canoe, and on one side a few feet from the boat was lashed at each end a long rail to keep the boat from upsetting. They held it bobbing on the water, while I piled in. The natives picked up their oars and away we went, a half mile from shore.

The waves were running strong. We lifted and lowered for several minutes, when out of the sea a long, sweeping wave came galloping toward us. "Let her go," called out the captain. The brown shoulders bent and away we shot on the crest of a wave, running with the water. The wave caught us and raced along with us, while the paddles were shipped. On we rushed in a glory of foam until the sand grated, when Super said, "Now we'll try the surfboard."

He led me down the pier. At the head he faced me toward a dozen specks that lifted and sank with the waves. I could make out that they were men lying half on and half off what looked like ironing boards.

The specks lapped lazily for several minutes when suddenly a great wave leaped out of the sea and came rushing at them. In a moment the specks appeared on the crest of the wave, animated and alive. The specks began to rise out of the water, standing straight up on the boards, while being borne along as fast as an express train. On the very forefront of the wave they stood, while the water churned and lashed. The specks came roaring and steaming up in a cloud of spray, guiding their boards with a shift of the body. And just as they drew abreast of us one of the specks doubled and stood on its head as it went by. But the wave came in closer and closer, gradually slowing down until at last the boards and their riders were rocking lazily on the shore. I told Super I'd like to try it.

Hurrying to the Club we climbed into bathing suits, procured two surfboards and hastened to the water. Out we paddled until the shore began to look dim and dis-

tant." Now," shouted Super, "we'll take the next big one and ride in." We lapped in the tide until a mighty wave arose out of the sea and formed its flanks for charging the shore.

Faster and faster the wave rolled in, getting higher every second, until it stood towering above me. I tried to get on my board, but it began tossing and rolling and the next moment the wave was upon me. I came up coughing and spluttering trying to get rid of the salt water. When I had got my breath I looked around for my board; it was peacefully lapping in the tide fifty feet from me. Super was lying a few yards away shaking his board. "You'll get the next one all right," he shouted.

Suddenly another wave came running down upon us. I flopped on my board and began paddling and kicking with all my might, and the wave began lifting me along. Then I tried to stand up and had just got to one knee when the board scooted out from under me with one wild pitch, sending me headlong into the water. I came up in a few minutes and began slapping the water out of my face. Super was lying on his board, like a crocodile on a log. "Why didn't you ride on in?" I asked.

"I felt—something told me that you were not coming up that time," he said, and his board was shaking harder than ever.

So we waited for the next breaker and when it came I flung myself on the board. Again the wave jumped on me with all fours. After I had found some breath I saw that my board had gone racing in while Super came by standing on his board in a sea of foam, waving his hands at me.

"You didn't have very good luck," said a *kanaka*, as I worked in to shore. "But you mustn't get discouraged—you can't expect to learn to ride one inside of a year. It usually takes about two years with practice every day."

I approached Super and said, "What do you mean by leading me into this and getting me half drowned? I thought you said that it would be a lot of fun."

"I did," said Super mildly, "but I did not say for which one!"

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A Week's Events in the European War

Heavy Fighting Without Decisive Results Keeps the Whole World in Tense Excitement



CANADA GUARDS HER CANAL
The Welland Canal is of such vast importance to Canadian commerce that every foot of it is guarded by soldiers, and no one is allowed about the locks without a permit. Attempts to destroy the canal by dynamite are feared.

The War at a Glance

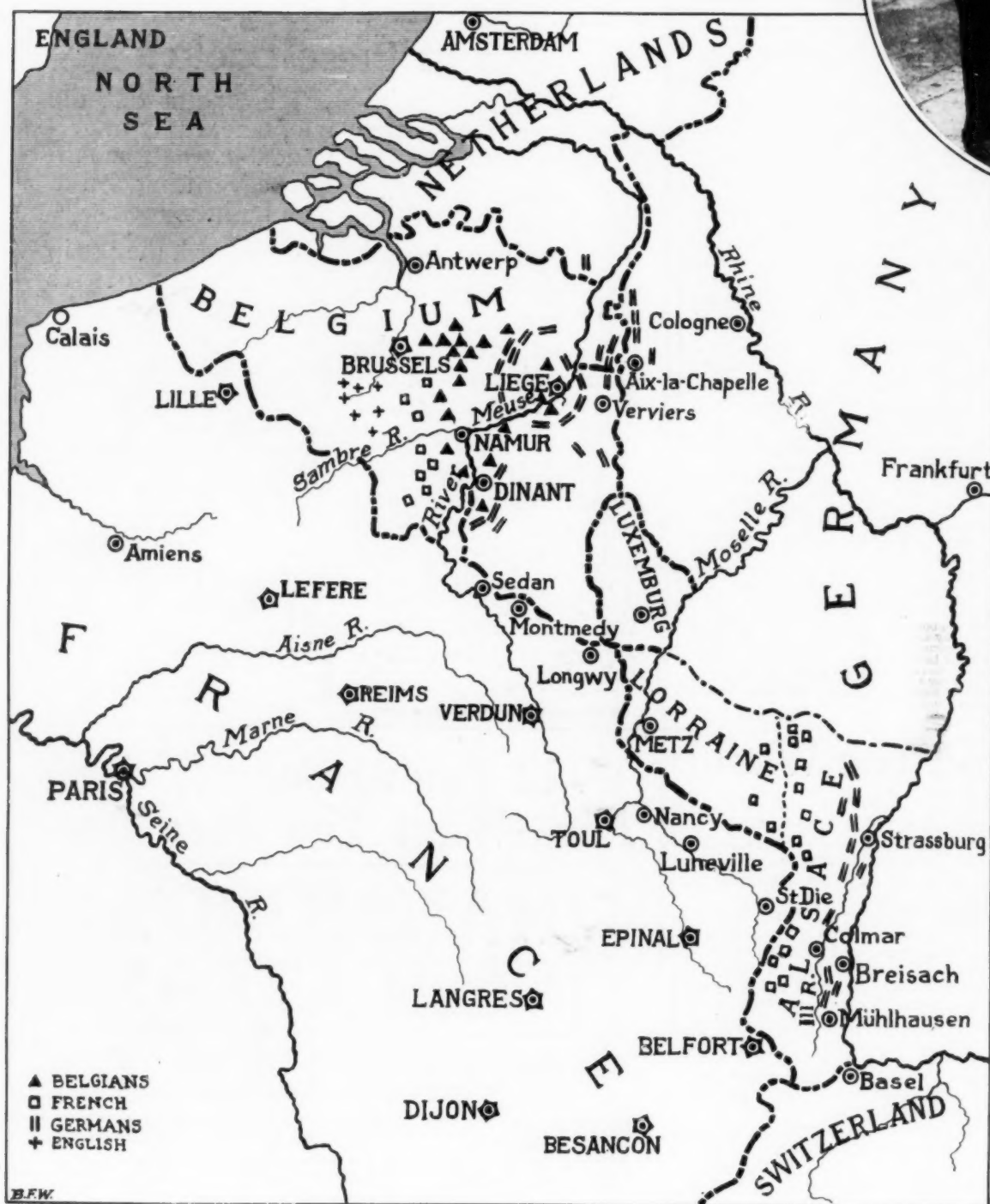
BY referring to the map herewith the positions of the contending armies up to August 19 may be easily ascertained. The events of the week preceding that date were largely centered in this area. A battle line 250 miles long was formed, running from the Swiss border through Alsace-Lorraine, Luxembourg and Belgium almost to Brussels. Approximately 1,000,000 men were arrayed on each side. Heavy fighting followed the establishment of contact between the enemies at various points, but the results were not decisive. Reports indicate that in Belgium, the Germans, while severely checked, were steadily advancing their lines. The King and government left Brussels on August 17 for Antwerp.

The French advance into Alsace-Lorraine, on the other hand, seems to have met with success at first. On the 18th the French troops were officially reported to be only a few miles from Strassburg.

Absolute silence was maintained during the week as to the whereabouts of the British and German fleets in the North Sea. Commerce was resumed in a limited way, indicating that the German fleet was safely bottled up. Reports, only partially confirmed, claim the destruction of several Austrian cruisers by French vessels in the Adriatic.

The most sensational development was the sending by Japan of an ultimatum to Germany, demanding the surrender of Kiaochow, on the China coast, to Japan, for restoration to China, and the withdrawal of German war vessels from Chinese waters.

Russia threatened on the 17th to force a passage through the Dardanelles for her Black Sea Fleet, and Turkey was reported as mobilizing her troops, which called forth diplomatic representations from Greece, and a threat to mobilize against Turkey. Turkey has bought the German cruisers *Goeben* and *Breslau*, forced to take refuge in the Dardanelles, and is reported to be placing Turkish crews on board.



BELGIAN CAVALRY FRESH FROM BATTLE

This photograph was taken on August 6th, and the cavalry shown had been engaged only a short time before, in the operations around Liège. Some of the bannerets on their lances were riddled by shrapnel.



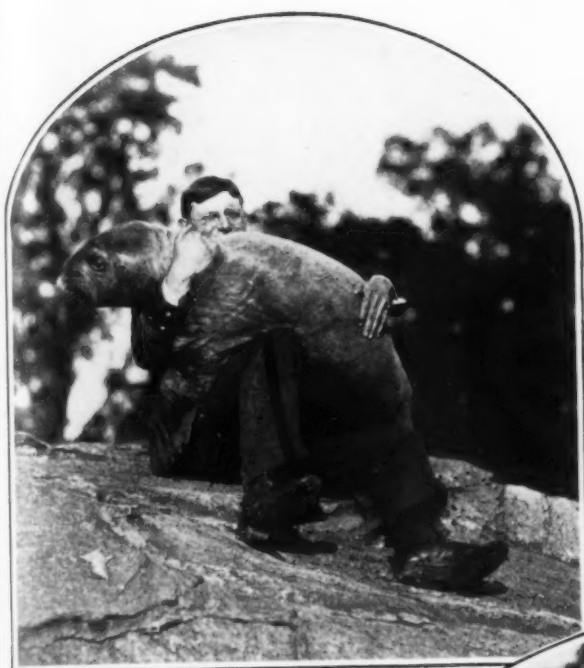
THE BRIDGE OF THE ARCHES AT LIÈGE

This famous bridge, which was the scene of desperate fighting before it was destroyed, has been replaced by a pontoon structure. The Germans still occupy the city, but it is reported that the forts of Liège continue their desperate resistance.

With the Camera in the Zoo

Snapshots in Bronx Park, New York

Photos by Beasley



Head Keeper Snyder with the year-old baby walrus brought from the Arctic by Paul Rainey.



"Little Nigger," the rare woolly Humboldt monkey, the latest arrival from the jungles of the Amazon, South America. His specialty is statuesque posing.



Rare three-year-old pygmy hippos from remote forests of Liberia, the only pair in captivity, valued at \$12,000.



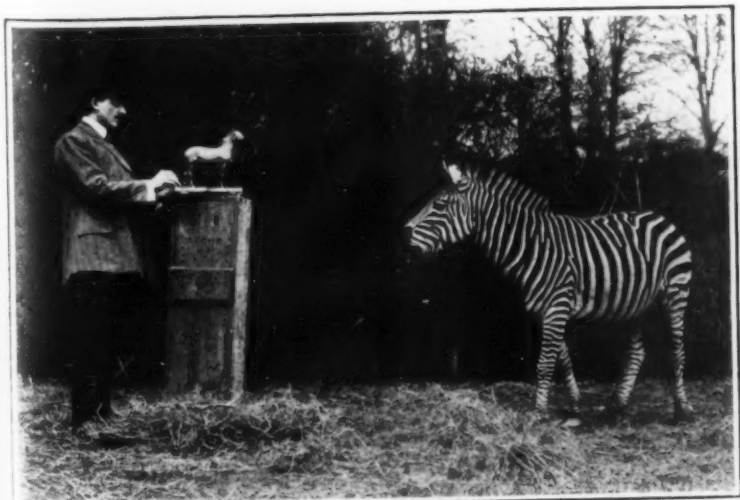
"Ivan," the giant brown Alaskan bear, in unique position, expressing his delight over a cooling shower bath on a hot August day.



The agile California sea-lion, making a twenty-foot dive in his pool to capture a tempting fish tossed in by the keeper.



Beauty and the Beast. The chimpanzee "Baldy" takes a stroll with a little visitor to the Zoo.



The Grant zebra poses for Mr. Frederick Blachke, who was modeling a group for the American Museum of Natural History.



Striking attitude of an Australian kangaroo, furnishing an unusual picture for the brave little nature photographer.

Eventually



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